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VIDEO'S HOT STARS ON ICE

St. Louis Cops, FBI Guard Caray, Cardinals Gabber, After Threats

St. Louis, Aug. 2.

Harry Caray, play-by-play gabber of all Cardinal b.b. games for the Griesedieck Bros. Brewery Co., a client of Ruthrauff & Ryan, is under the protection of local cops and the FBI following the receipt of an anonymous threatening letter that the FBI obtained the day before the important series with the Brooklyn Dodgers began at Sportsman's Park here.

The letter that threatened to blow up the ball park and Caray with it was written in longhand and bore a St. Louis postmark. Caray denied having received the letter and said if his employer or bankroller did he knows nothing about it. The FBI would not comment.

Caray did read a letter from a

ment.

Caray did read a letter from a fan in Peoria, Ill., who said if the gabber wanted to root for the Cardinals he should do so from a seat in the grandstand or bleachers but not over the mike. The writer said he was sending a copy of the letter to Baseball Commissioner Chandler requesting that Caray be barred from broadcasting the Cardinal-Dodger series.

Caray's flaming admiration for the success of the Cardinals with (Continued on page 55)

Saratoga's Wide Open, Prices Down This Year But No Turnaways Seen

Saratoga, Aug. 2.
Saratoga has apparently seen the light and this watering spot is beginning to reform. Prices are considerably lower in an effort to attract a wider clientele and the gyp is definitely on the decline. Within a few years, it's expected that Saratoga will be geared for a mass trade.

But despite the increased num-But despite the increased number of spenders expected because of lower prices, a general aura of pessimism pervades among those who made a killing during the war. All the luxury resorts are off, which indicates which way the trade winds are blowing.

New Jersey racetracks are giving Saratoga a stiff run for the New York City horsey set. Jersey (Continued on page 46)

(Continued on page 46)

TV's 52,000% Impact

TV's 52,000% Impact
Philadelphia, Aug. 2.
Cameo Curtains, which made an astonishing click with a television campaign last year, is back for a repeat with a 13-week series of one-minute spot film announcements slated for WFIL-TV, starting Aug. 25. They will be inserted Thursday at 7.28 p.m.
Last year firm blocked up one of TV's biggest success stories using WFIL-TV exclusively to advertise "Shir-Back" Curtains in the Philadelphia area. In a period of eight months, Cameo's wholesale sales showed a 52,000% increase over the previous eight-month period.

ABC's Golden Jubilee **Ethel Barrymore Show**

Ethel Barrymore Show
Hollywood, Aug. 2.
Ethel Barrymore draws a radio
tribute from the Academy Aug. 15,
which date marks her 50th year in
show business and 70th birthday.
Show folks in Hollywood, New
York, Parls and London will pay
their respects to the veteran actress
on a half-hour show to be broadcast over ABC.
Dwight Hauser directs the Hollywood segment.

Pix Biz United On Theatre TV

Entire film industry, after weeks of intensive huddles, has decided to band together to present a unified petition to the Federai Communications Commission for exclusive theatre television channels. Fact that such hitherto TV-recalcitrant companies as Metro agreed to go along with the plan, as adopted by the Motion Picture Assnof America directorate, indicates the entire industry's belief of a potentially lush future for theatre TV.

MPAA board, meeting vesterday

tentially lush future for theatre TV.

MPAA board, meeting yesterday (Tues.) In New York, instructed its organization to petition the FCC to hold hearings for the purpose of reserving and allocating high-frequency channels for large-screen video service. Special subcommittee of the MPAA's video committee was appointed to prepare the application for filing and to formulate whatever briefs are necessary for presentation at the FCC hearings.

It was indicated at the meeting that member-companies will also make similar petitions individually or, at least, be heard at the hear-(Continued on page 55)

BRIT. PIX PRODUCERS EDICT 10-20% PAY CUTS

London, Aug. 2.

London, Aug. 2.

British Film Producers Assn. is expected to announce tomorrow (Wed.) a. sweeping 10%-20% slash on all salaries in British production except for those covered by union pacts. Stars under individual contract may have to be renegotiated. The 20% slash will be on the bigger salaries. This plan is effective Oct. 1.

Axing of pavehecks is another

renegotiated. The 20% slash will be on the bigger salaries. This plan is effective Oct. 1.

Axing of paychecks is another desperate effort by the British film industry to down negative costs to the point where production can again operate at a profit. It follows a recent speech by J. Arthur Rank, country's top producer, about one month ago which declared that salaries were too high and demanded some action.

Godfrey-WB Talking Deal Arthur Godfrey and Warners are laking a picture deal, with the possibility that the CBS star would take time off from his radio and take time off from his rad

'READY TO AIR' KINE PACKAGES

A new pattern in television programming has been devised, aimed

A new pattern in television programming has been devised, aimed at taking the networks off the financial hook and setting up a bargain counter for sponsors to shop for "ready to air" packages that can fit any taste and purse.

ABC-TV has taken the initiative in developing the brand new technique—building a backlog of some 20 new shows, cutting kinescopes and keeping them on ice until a sponsor picks up the tab. Talent involved includes Joe E/ Brown, Edward Everett Horton, Kate Smith, Fannie Brice, Cab Calloway, Wendy Barrie, Boris Karloff, Arthur Shields and Fred Robbins. "Putting on a Series as a sustainer can pour a lot of dough down the drain." explained Charles "Bud" Barry, ABC's tele veepee. "On a single sustainer we could spend \$4,000 per broadcast for 13 weeks. Which makes it pretty expensive to compete with other webs' commercials, show for show. Instead, we'd rather pay \$6,000 for a good kine audition and keep the film making the rounds until we get a backer. Between now and Sept. 1 we expect to spend only \$50,000, but we'll have prints on some 20 stanzas."

ABC-TV. like its AM operation, (Continued on page 53)

N. Y. Cops Ain't So Easy on 'Arthur'

While the networks have approved "Take It Easy, Arthur," the vice squad of the New York Police Dept. has contrary views on the song's acceptability. Acting on a complaint filed by the Society for the Suppression of Vice, the cops recently staged a raid at the Whirling Disc, midtown N. Y. record shop, and confiscated some 75 platters of "Arthur" on the Regent label.

ters of "Arthur" on the Regent label.
Following purchase of a Regent disk, waxed by Johnny Dee with Randl Richards vocaling, the officers handed store manager Ben Rubenstein a summons, returnable in magistrate's court Aug. 18, and removed the store's stock of the allegedly offending record. According to Giadys Shelley, "Arthur's" writer, the Regent version uses the standard lyrics with the exception of a riff on the trombone in lieu of the punch line at the end of the first chorus.

Godfrey-WB Talking Deal

Singers', Bands' Yen for Disk Rep **Cues Buyer's Market for Major Cos.**

Hope Trying to Get Bing To Tour Parks With Him

To Tour Parks With Him

Minneapolis, Aug. 2

When here for the Aquatennial
last week, Bob Hope said he was
trying to get Bing Crosby to join
him in a two-man tour of the bali
parks and arenas which he (Hope)
had found singularly successful
when doing a single. Comic last
season grossed \$500,000 which goes
Into Hope Enterprises as a revolving fund to finance his independept pictures for Paramount under
the "outside" pic-per-year deal
he enjoys.

the moustage pic-per-year deal he enjoys.

Crosby has a similar privilege and Hope feels that the Groaner could likewise realize self-financ-ing for film reinvestment although Crosby Enterprises, of course, has several other ventures doing nicely

Variety' vs. SWG Must Go to Trial

Los Angeles, Aug. 2.

Suit brought by VARIETY and
DAILY VARIETY against the Screen
Writers Guild for conspiracy and
restraint of trade will proceed to
trlal within the next two or three
months as result of rulings made
against the SWG by Federai Judge
Pierson Hall here last Wednesday
(27). Judge Hall denied the
SWG's motion to dismiss the action, which was launched by the
trade papers under provisions of
the Sherman and Clayton antitrust acts.

VARIETY and DAILY VARIETY
complaint, filed originally in local
Federai Court on April 12, alleged
that a conspiracy began in 1940
when the SWG put into effect a
resolution barring its members
from advertising in any and ali
trade papers. Attorneys for the
Guild had sought to have the
(Continued on page 55)

ALLEN AIN'T KIDDIN' ON RADIO LAYOFF

Apparently Fred Allen wasn't kidding when he proclaimed that he was laying off radio next season, at least on a regular weekly die basis. For Allen's rest cure plans take him far into the fall, without so much as a guest shot in sight.

The comedian is due to return to N. Y. from Cape Cod next week. He then goes to Spring Lake, N. J., for a month and then on to the Coast with his wife. Portland Hoffa, to spend some time with the James Masons.

Allen is under contract to NBC.

Three major recording companies—RCA-Victor, Columbia and Decca—which in recent weeks debuted low-priced disk lines (48c) separate and apart from the higher-priced series, are finding themseives in an enviable position insofar as the purchase of talent for the new disks is concerned.

All three companies have been bombarded by agencies and individuals with offers to supply singers and orchestras of ali types at 'ridiculous' prices. In return they seek any sort of term contract that will give an artist a crack at the tremendously valuable personal exploitation it's possible to achieve from a hit recording.

There haven't been such opportunities in the recording field for new talent in the history of the disk industry, with all three companies going to work almost at once on new labels. All of the manufacturers involved are reisuing recordings by top names on the new labels, to stabilize and aid their effect on the market. A least one, Columbia, is transferring some names of varying b.o. degrees from higher-priced disks to the lower ones, but each will use some names of varying b.o. de-grees from higher-priced disks to the lower ones, but each wiil use a fair amount of new talent. They must, since the low pricing of the disks precludes the possibility of using expensive names, who de-

(Continued on page 55)

Berle's \$10,000, \$11,500 And \$13,000 for Next 3 **X**ears on TV from Texaco

Milton Berle and Texaco have repacted for three more years via the Kudner ad agency for his "Texaco Star Theatre." Figure 1s substantially higher than his last year's take from both TV and AM. New contract, calling for 39 weeks a year on NBC-TV for the Texas Co., gives the comedian \$10,000 for the 1949-50 season, \$11,500 for the succeeding year and \$13,000 in 1951-52. There will be no radio show on Wednesday as last year, just the Tuesday night video show. Kudner, now one of the top agen-

just the Tuesday night video show. Kudner, now one of the top agencies in TV, plans an immediate expansion of its radio-TV activities and has moved N.Y. homeoffice headquarters from Radio City to an entire floor in an office building on 5th avenue. In addition, Ai Rebling, who has been business manager of the NBC video department, moves over to Kudner in the same capacity. He'li be accompanied by his assistant from NBC, John Marsich.

so much as a guest shot in sight.

The comedian is due to return to N. Y. from Cape Cod next week. He then goes to Spring Lake, N. J.. for a month and then on to the Coast with his wife, Portland Hoffa. to spend some time with the James Masons.

Allen is under contract to NBC for both radio and video, but the '49-'50 season may find him only doing an occasional guest shot.

Last year Berle realized \$4.000

Stratford Bard Season SRO for 24-Wk. Run No Matter What Play or Players

With Tyrone Guthrie's produc-on of "Henry VIII" premiering riday (15), Stratford's Shake-With Tyrone Cuttiries production of "Henry VIII" premiering Friday (15), Stratford's Shakespeare Memorial theatre now has its full repertory for the 1949 Festival and 90th season, which is running from April 16 to Oct. 1. A visitor now gets the full impact of this rear's nilgringer to Money. year's pilgrimage to Mecca-

of this year's pilgrimage to anecca on-Avon.

Not a visitor in a trainload who doesn't try to land a couple of tickets. Seats are as scarce as hotel rooms. It gives the Stratford playhouse the unique distinction of being able to sell out for most of its 'six-month festival season re-gardless of merits either of plays or players. Judging by current gardiess of ments either of plays or players. Judging by current and advance sales, number of worshippers—sorry, customers—at the 1949 Festival should come close to last year's high of over 272,000, an average of about 10,000 weekly.

with top prices for orchestra seats being \$2.10, mezzanine aver-aging \$1.50, and all balcony seats 50c, daily gross comes to just over \$1,545 (for total of 1,168 seats and 90 standees), weekly total, \$12,000 (eight or nine performances), and possible season's intake—24 weeks—more than \$300,000. Last week's gross for the 28-week season was \$336,864, not counting concessions and food. Nothing exactly colosal by Broadway standards, but over here it isn't hay—especially not with lots of dollar bills in the pile. Besides sporting the air of a national event and drawing on Shakespeare fans the whole world over, the annual Festival—18th since the new theatre opened in 1932—packs 90 standees); weekly total, \$12,000

speare fans the whole world over, the annual Festival—18th since the new theatre opened in 1932—packs couple of other b.o. punches. Location in heart of picturesque and historic Warwickshire on banks of Shakespeare's Avon is ideal. Theatre building is large, modern, comparatively well-equipped. There's a comfortable restaurant, three bars, and variety of light refreshments—in a country where food and drink are considered as necessary to theatregoing as programs. Plus ticket prices that, especially for American visitors, are more than reasonable. No wonder Stratford audiences seem as cosmopolitan as any in the Strand or 45th Street, as festive as a summer theatre crowd at Westport or New Hope. And as crowded with Americans as Saturday morning at the American

port or New Hope. And as a saturday morning at the American Express in Paris.

This year's repertory, six plays instead of the usual seven or eight consists of "Macbeth," "Othello," "Much Ado About Nothing," "Cymbeline," "A Midsummer Night's Dream" and "Henry VIII." With each production pretty well selling out, it's difficult to tell which is most popular. On basis of advance requests, "Macbeth" and "Much Ado" rank even as top draws, with "Henry" expected to be a strong competitor from now on.

Part of credit must go to 35-year-old actor-director Anthony Quayle, now in his first year as head man. A former Old Vic stalwart, Quayle directed "Macheth"

head man. A former Old Vic stalwart, Quayle directed "Mac-beth," and plays Benedick in "Much Ado" as well as the title role in "Henry VIII." With his new general manager, George Hume, he is responsible for artistic policy, administration, and finances to a 17-man Executive Council and Board of Governors made up of nearly 100 local and national figures. (Such prominent Americans as Myron C. Taylor and, until and hotel accommodations.

154 West 46th Street

his death, Charles Evans Hughes, have been Board members.) Board meets annually for account-ing of previous year: Friday's meeting of previous year; Friday's meeting (15) was the 74th annual session without break.

Tearle-Wynyard Leads

Tearle-Wynyard Leads
Almost every leading player and director in the English theatre, with a few notable exceptions like Laurence Olivier and Ralph Richardson, has taken his turn at Stratford. Present company of 44 is headed by Godfrey Tearle and Diana Wynyard. Also starred is Leon Quartermaine, one of this country's leading featured players. Remainder of company is youthful, varied, fairly experienced in Shakespeare but barren of strong personalities or star potential.

speare but barren of strong personalities or star potential.

Directors in clude, besides Guthrie and Quayle, a muchheralded newcomer, Michael Benthall, and two oldtimers, John Gleigud and Tearle, who directed himself in "Othello."

"Macbeth," as staged by theatre director Quayle, is definitely the most interesting as well as the most popular offering. Production is chockfull of barbaric pageantry. Miss Wynyard, miscast in most of the other productions, hits her stride as Lady Macbeth here. In "Much Ado About Nothing." John Gielgud's delicate treatment as a bit of Shakespearean fluff still manages to be amusing enough for the most part. "Cymbelfne" gets a combination of melodramatic and romantic treatment that succeeds in pulling it off as kind of Fliza.

combination of melodramatic and romantic treatment that succeeds in pulling it off as a kind of Elizabethan soap opera.

In "Othello," Tearle plays the name role with much ranting and raving, and the lago role is completely subordinated to it. "A Midsummer Night's Dream" is an overliteral picture version.

Individual designers and com-posers are hired for each produc-tion, all scenery and costumes com-ing directly from theatre's own workshops. Permanent staff inworkshops. Permanent staff in-cludes company manager, produc-tion manager, three stage mana-gers and three assistants, three electricians, and stage crew of 10. There is no orchestra, musical ef-fects (with which each production abounds), being recorded and abounds) being recorded and played through an elaborate loudplayed through an elaborate loud-speaker system. Stage crew is evi-dently well-paid—though strictly non-union—and works whenever and at whatever is necessary, most-ly striking set and lights im-

(Continued on page 53)

Palladium's Int'l Bill

London, Aug. 2.
Frances Langford and Jon Hali carned another familiar rave reception at their Palladium opening while Carl Brisson, in a nostalgic

while Carl Brisson, in a nostalgic mood, made London welcome his return. First rate international bili with comedienne Cass Daley and fire-eater Chaz Chase also scored strongly.

PARIS STRIKE'S SNAFU

Paris, Aug. 2.

Week's postponement of some couturiers' fashion shows, because of seamstresses' strike, has wreaked hardships on visiting buy-

New York 19, N. Y.

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All-time long run record in the legitimate theatre.

KEN MURRAY'S "BLACKOUTS OF 1949" El Capitan Theatre, Hollywood, Cal.

And now in world-wide release
"BILL AND COO"
Ken Murray's
Academy Award Film

No Prospect Of 20% Repeal

Washington, Aug. 2.

Rep. John McCormack, of Massa chusetts, majority leader of the House, emerged from a session with President Truman, vice-president Barkley and others yesterday (1) to declare he saw no yesterday 'II to declare ne saw no prospect of repealing any wartime excises this year. This would seem to answer the question of whether the 20% admissions tax will be cut back to 10%.

Despite numerous efforts in Congress to obtain a reduction, it is clear that the Administration will not approve such a reduction

Korda Already Owns Pix Rights to Novel Being Musicalized for B'way

Sir Alexander Korda's refusal to relinquish screen rights to "Cry, the Beloved Country" in return for a piece of the forthcoming Broadway legit production has resulted in a hassle with Maxwell Anderson and Kurt Weill. Anderson and Well, who made the musical adaptation for Broadway of the Alan Paton novel have threatened to Paton novel, have threatened to change the title to "Lost in the Stars" to deprive Korda of any benefits the original label might give to his picture in its American

release. Korda acquired screen rights to Korda acquired screen rights to the novel before Anderson and Weill got the legit privileges. He has readled a script and will have his brother. Zoltan, produce it in South Africa, where the yarn is localed, next spring. Zoltan left New York Saturday '30' for the assignment and for another in England. Anderson and Weill reportedly found added difficulty in getting backers for the musical without owning the film rights. They wanted Korda to toss them in the pot for a piece of the legiter. He'd then profit if an American company decided to buy them.

British producer nixed the idea, however. He offered to delay filming for one year to avoid possible

however. He offered to delay filming for one year to avoid possible screen competition with the live version, but no agreement was reached. It was then that Anderson and Weili and Harold Freedman, of the Brandt & Brandt agency, in negotiations with Morris Heiprin. American v.p. of Korda's London Film Productions, threatened the title switch so that the film wouldn't benefit from the Broadway buildup. Rouben Mamoulian will stage the musical.

Another Actress Into

Shaw Nixes Home Plate

Dublin, Aug. 2.

George Bernard Shaw, who was 93 last week, nixed the plan to unveil a plaque on the house where he was born—33 Synge Street, Dublin—by a last-minute letter to the project's sponsor, Patrick O'Reiliy, chairman of the GBS branch, Irish Labor Party.

Plaque is already up and cov-ered with a veil, but Shaw wrote that he had everything that money could buy and wanted no cerecould buy and w mony to honor him.

mony to honor him. All he wanted was the prayers of his Irish friends. O'Reilly says, "The unveiling ceremony is not cancelled, only postponed."

Lawrence, Anderson May Do Plays Down Under Next Summer for Williamsons

Possibility of both Gertrude Lawrence and Judith Anderson playing Australia next summer looms strongly, both doing plays under banner of 3. C. Williamson Theatres. Harald A. Bowden, a director of the Aussie firm, arrived in N. Y. last week from London, where he talked with Miss Lawrence. Latter is due in the U. S. shortly for a rest, after a busy London season. A British election may snarl her plans for doing a Noel Coward play in London next winter.

Bowden will talk with Miss Law-

don next winter.

Bowden will talk with Miss Lawrence on the Aussie matter when she arrives here. He's been in touch with Miss Anderson about doing a repertoire of two plays in Aussie next summer on a limited 16-week tour, one play to be "Medea." Bowden will be on the Coast end of August and confer with Miss Anderson in person.

Meantime he lined up a series

with Miss Anderson in person.

Meantime, he lined up a series of attractions in London for Down Under. He completed arrangements with Dan O'Connor to present the Stratford-on-Avon Players in Melbourne, starting Oct. 17.

Troupe, headed by Diana Wynyard and Anthony Quayle, will do 15 and Anthony Quayle, will do 15 weeks in Aussie and New Zealand.

weeks in Aussie and New Zealand.
A Gilbert & Sullivan troupe will
follow the Bard group, consisting
of Savoy theatre principals such as
Ivan Menzies, Helen Roberts, Marjorie Eyre, Richard Walker, Leslie
Rand and John Deane. They've
sung with D'Oyly Carte in the
U. S.

The famous Black Watch Regiment Band is going to Africa next Easter and will visit Australia thereafter. Lesiie Henson and Vera Pearce are practically set for an Aussie tour.

an Aussie tour.

Bowden will be in N. Y. for about four weeks, and will be negotiating for several theatrical properties for Down Under. One is "A Streetcar Named Desire." "Harvey" has already been pacted, but with no lead set. There's possibility a U. S. pix star will do it for Williamson. "Harvey" is scheduled for Melbourne next February, to foliow "Edward, My Son."

Wilde's Indie Based On Sicilian Robin Hood

Cornel Wilde, now rehearsing for a summer theatre appearance at Westport, Conn., disclosed last week that he recently reached an agreement to appear in a film to be shot in Sicily next spring. It's the blog of Juliano, the "Sicilian Robin Hood" bandit who was recently storied in Life mag. Wilde made the deal in Paris with French producer Raui Levy, Anthony De Sica, Italian director, and Mike Stern, who wrote the Life piece.

Stern, who wrote the Life piece.

De Sica and Stern are now prepping the screenplay. Wilde has signed no pact as yet, waiting to see the script, but thinks it will turn out okay. He has a new deal at 20th-Fox now for one pic a year and so anticipates no difficulty in finding time to make the Sicilian film.

Aga Kahn's Family?

Paris, Aug. 2.

Ethery Pagava. 16-year-old solosis with the Marquis de Cuevas' Grand Ballet de Monte Carlo, is reported engaged to 17-year-old also in it and will be in the Sicilian Sadruddin Khan, second son of Aga Khan, with marriage due the shortly. Rita Hayworth recently married Sadruddin's older brother, Aly.

The Aga Khan is a noted balletomane and ballet angel.

film. Wilde is now rehearsing in Westport next Monday (8). It may come into New York later in the year under Theatre Guild sponsor-ship. His wife, Patricia Knight, is returned a commitment to apsorted in a film. Miss Knight has also tentatively made a commitment to apsorted in Sadruddin's older brother, Aly.

The Aga Khan is a noted balletomane and ballet angel.

\$872,000,000 In '48 Pic Salaries

Washington, Aug. 2.
Film industry last year contributed \$872,000,000 to the overall national income, according to a survey just released by the U.S. Department of Commerce. The pix income was \$245,000,000 short of the record-breaker made in 1946, and was, in fact, the lowest since 1944. In 1944 the figure was \$871.000,000.

and was, 13 fact, the lowest since 1944. In 1944 the figure was \$871,000,000.

Commerce also set up a classification of "amusement and recreation, except motion pictures" which did not, however, include television and radio. Income of this "other recreation" was \$835,000,000, a new record \$115,000 above the previous peak in 1946.

Radio and television broadcasting, listed as "communications" rather than amusement, had an income of \$251,000,000, a \$22,000,000 gain over the 1947 record. In 1948, the film industry paid out \$664,000,000 in wages and salaries, contrasted with \$574,000.

In 1948, the film industry paid out \$664,000,000 in wages and salaries, contrasted with \$574,000,000 for all other amusements and recreations, and \$183,000,000 for radio and television.

radio and television.

Corporate net before taxes of pictures in 1948 was \$124,000,000, out of which \$49,000 000 was paid in Federal taxes. The dividend distribution was a fat \$74,000.000. This left only \$1,000,000 to go into the reserves

This left only \$1,000,000 to go into the reserves.

The other amusements paid \$48,000,000 taxes on a corporate net of \$112,000,000 and distributed \$23,000,000 in dividends.

Radio-television netted \$62,000,000 before taxes. It paid out \$25,000,000 taxes and \$12,000,000 in dividends.

The motion picture industry had 248,000 employees last year. Their earhings averaged \$2,964, a slight decline from the record of \$3,031 made in 1947.

Although other amusements had 302,000 full and part-time workers, their salaries and wages averaged \$2,343, an alltime peak for this group. Radio and television made a new record with \$1,000 employees. They earned an average of \$3,195, highest in the amusement field and the highest ever recorded in radio.

Murphy's Death Seen As Ending Hopes Of H'wood 'Unfriendly 10'

Washington, Aug. 2.
Death of Supreme Court Justice
Frank Murphy and the selection
of Attorney General Tom C. Clark
to succeed him may end hopes of
hollywood's "unfriendly 10" to
beat the rap on their contempt-ofCongress conviction

Hollywood's "unfriendly 10" to beat the rap on their contempt-of-Congress conviction.

Two of the 10, Dalton Trumbo and John Howard Lawson, were convicted and their convictions have been upheld by the U.S. court of appeals here. The other eight earlier agreed to abide by the results of these two cases.

Recently, in the Cristophel case, the Supreme Court ruled that he was not guilty in a similar situation, because there was no quorum present of the Congressional Committee which questioned him. It was generally admitted here that the Supreme Court would probably rule the same way when the Trumbo and Lawson appeals reached the High Court.

But it was a 5 to 4 ruling in the Cristophel case—and one of the majority 5 was Justice Murphy. So this is the way it looks now to Washington observers:

So this is the way it looks now washington observers:
Clark will doubtless disqualify himself in the case since he was the Attorney General under whom the conviction was obtained. The other justices will probably take the same positions they took last time—resulting in a 4 to 4 division

sion.

And a 4 to 4 split does not reverse a lower court decision!

4t was last Thursday (28) that President Truman announced he had offered the Supreme Court vacancy to Clark and the Attorney Generalship to Senator J. Howard McGrath, of Rhode Island, chairman of the Democratic National Committee.

man of the Democratic Natural Committee.

Clark would-doubtless also disqualify himself from any further appeals in the big motion picture anti-trust case and in the Crescent case. The Attorney General argued the Big Five case successfully before the Supreme Court last year.

DIVORCE TO BREED BETTER PIX?

May Delay Film Fest Until 1950; Also Switch to Area Preem Idea

All-industry film festival, if and when it takes place, may not come off before some time in 1950. That was generally agreed by industryites this week following decision at Monday's (1) meeting of film execs in New York to withhold further consideration of Gael Sullivan's festival plan until the over-

ther consideration of Gael Sullivan's festival plan until the overall industry public relations sessions take place in Chicago at the end of this month.

Rather than a concentrated national splurge of 20 top plx during the month of October, as proposed by the Theatre Owners of America executive director, the festival is seen taking the shape of regional saturation premieres of groups of films. And instead of the festival lasting one month, it will probably run for at least two months.

The doubling of the length of the event may dampen some of the excitement that would be engendered by a flock of top product being concentrated into one 30-day binge, but well may be the big sturdy factor in the whole festival Idea inasmuch as it goes a long way toward solving the clearance problem. Since a great many theatres already play product less than way toward solving the clearance problem. Since a great many the-atres already play product less than 60 days after first run, it removes the necessity for curtailing clear-ances—a principal factor in damp-ing enthusiasm for the original scheme.

May Delay '49

Making the festival 60 days may also mean its elimination as a possibility for 1949. Since it won't even be discussed until the Chicago sessions Aug. 30-31, it appears impossible that adequate planning and promotion can be done to get satred Oct. 1, the original date. Most execs feel that even two (Continued on page 18)

Raibourn to England On Mission to Invest Par's Frozen £500.000

Par's Frozen £500,000

Paul Raibourn, Paramount veepee and fiscal expert, is heading for Britain the latter part of August. Reportedly, Raibourn's present in England is required to supervise current Paramount maneuvers to invest its frozen pounds. Par is one of the few majors which has yet to put its iced British coin to work either in the form of production in England or otherwise. Problem is growing pressing, it is said, because Par has now accumulated some 500,000 pounds (\$2,000,000) which cannot be remitted because of the Anglo-American pact limitations. Hence, the company recently has been eyeing the possibilities of investing the money in Britain in properties other than theatres or films. Par will not embark in a British production program to use the frozen cash; it is understood. Barney Balaban, company prez, is opposed to any such program because he is convinced that the problems of foreign filmmaking and the added expenditure of dollars makes the solution impracticable.

City Investing's Dowling Calls It 'Tolerance Sq.

Calls It "Tolerance Sq.'
Robert W. Dowling. prez of City
Investing, company which operates
the Astor and Victoria theatres, is
pointing to the fact that the two
Broadway deluxers are each playing a film on the Negro question.
Dowling has sent a letter to City
stockholders noting that the 45th
to 46th Street blockfront is being
dubbed "Tolerance Square" because of the co-booking of "Home
of the Brave" and "Lost Boundaries,"

ries." And "Lost Bounda"Your company." Dowling writes,
is primarily concerned with the profitable operations of all its properties, including its theatres. I am certain, however, that its stockholders like its officers, get a special sense of gratification when such profitable operations also can be made to serve a constructive social purpose."

I rouucing Personnel

Holiywood, Aug. 2.

Coiumbia's producer roster has been strengthened in recent weeks by five term contracts and one single-picture deal.
Five contractees include Hunt Stromberg, Jerry Bresier, Marshall Perrin. Lionel Houser checked in a one-picture agreement and is reported negotiating to remain longer.

Agency Biz Up

Hollywood, Aug. 2.

Motion picture talent agents reported an increase of about 10% in business during the month of July, largely the result of increased shooting and prepping of films on the lots.

General opinion is that business will increase another 10% during the next three months, but one prominent agent reported that profits for the next year at least would be 50% off war years.

See John C. Woolf **Exiting Rank Org**

London, Aug. 2.

John C. Woolf will resign within the next few weeks from his top spot as co-managing director of J. Arthur Rank's General Film Distributors, according to reports here. Following his ankling of the company and ail other Rank connections, it is said that E. T. (Teddy) Carr, who shares supervision of GFD with Woolf, will take over as sole managing director.

Woolf is reported about to enter a syndicate of American, British and French investors into film production on the Continent. Woolf's resignation, it is said, will result from differences with other Rank officials, particularly John Davis, Rank's chief alde.

Woolf recently sold his interest in GFD to Rank, it has been learned. He acquired a substantial silce of the company through his father, the late C. M. Woolf who was cofounder of the outfit. GFD is Rank's chief distribution outlet, handling all the British producer's product in England.

Woolf was not available for confirmation. Understood his contract with Rank has four years to run and that a settlement will be arrived at to pay him for half that period.

W. C. FIELDS REISSUES BOOMED BY SEP BIOG

RUUMED BY SEP BIOG

Public's rediscovery of the comic
talents of the late W. C. Fields,
now waxing into a new Fields fad,
is dumping unexpected coln into
Universal and Realart Pictures, reissue outfit which owns releasing
rights to four Fields pix.

Films languished on Realart's
shelves for the past few years before a series of eight articles on
the comedian by Robert Lewis Taylor, titled "W. C. Fields, Rowdy
King of Comedy," hit the Saturday
Evening Post, May 1, and started
the ball roiling. Same material is
being used by Doubleday in a biog
which comes out Oct. 1. Reader's
Digest has bought the reprint
rights.

Subject of Fields has also been

Subject of Fields has also been plugged in reams of free articles appearing in a number of newspapers and other mags.

Indicating the fast climb in the pull of these pix, Realart reissued Fields' "My Littie Chickadee" with "Crazy House" (Olsen & Johnson), one year ago but the package prov(Continued on page 55)

Columbia Increases

BIG STORY BUYS

Rather than the loss to major producers of their theatre circults Rather than the loss to major producers of their theatre circults meaning a reduction in picture budgets or quality, indications are that strenuous efforts are being made to hypo the earning power of product, if possible. New situation created by divorcement removes the cushion of a guaranteed minimum income for any picture from a company's own theatres. Thus the studios feel it is necessary to boost quality to best meet the new competitive circumstances, at least in this stage of the game. While circuit operator Ted Gamble, board chairman of Theatre Owners of America, stated before a group of pub-ad execs in New York under 20th-Fox auspices last week, that a great danger exists of divorcement, meaning a lowering of quality, early indications at the studios do not hint that. It's not possible, of course, to tell yet on any large scale what the production pattern will be under divorcement.

New thinking is most clearly re-

New thinking is most clearly re-New thinking is most clearly reflected at Paramount, which, along with RKO, is closest to the actuality of divorcement. It is understood to have figured largely in Par's decision of a few weeks ago to buy the costly screen rights to "Detective Story." Sidney Kingsley's smash Broadway legiter, after having sworn off these ex(Continued on page 20)

D.C. House Books 'Brave' But Nixes Negro Fans; Binford Okays Pic, Too

Washington, Aug. 2.

Translux theatre, which has booked "Home of the Brave" for an indefinite run, may have stuck its neck in a buzzsaw.

Although the film condemns discrimination against Negroes, Translux follows the town's policy of refusing to sell tickets to Negroes—and will not sell them even for the run of "Home of the Brave." The anomaly has been pointed out in "letters to the editor" in local newspapers. In addition, the Translux has been picketed by an organization handing out throwaways commending the theatre for screening the film, but calling upon it to practice what its calling upon it to practice what its screen preaches. Thus far, there (Continued on page 22)

PAR, RKO SETTING Odlum's 'How Come' Queries Confront Hughes in Fight vs. Meyer's RKO Bid

How It Sets Up

How It Sets Up

If the Matty Fox-Stanley Meyer-Cliff Work offer of \$6 for share for Howard Hughes holdings in the RKO circuit goes through, Fox will become the board chairman of the new RKO theatre company formed after the purchase. Meyer, it is reported, is slated as president of the chain while Work will hold an exec veepee slot with offices on the Coast to supervise the RKO theatres in the west.

Fox is Universal prexy Nate Blumberg's brother-inlaw; Meyer Is his son-in-law, but there Is no U connection in this dicker. Work, who was executive head of U production until the Leo Spitz-Biil Goetz (International Pictures) merger, has always been intimate with his former associates. Fox was executive veepee of U until the UI merger.

Exhibs Irked By 'Cycles' Wave

One of the biggest squawks now being volced by circuit ops is that their theatres are being deluged by an unbroken string of "cycle" pix. The sudden bunching of the same type of films in successive series, it is claimed, is snarling booking problems in a large number of towns throughout the country. Bookers are finding the going tough in an effort to space out films so that a healthy change of pace is maintained.

Wave of cycles, it is said, is hitting business in many out-of-town situations. While the first, second and even third film of the same genre can rack up respectable grosses, the law of diminishing returns starts working with the fourth and fitth.

Present prime instance of the cycle epidemic is the fact that six musicals, released by majors, are being made available to the circuits within the next four-five weeks. These offerings are "Look for the Silver Lining" and "It's A Great Feeling" (Warner Bros.); "You're My Everything" (20th-(Continued on page 20)

Giales of \$5,574,120 for Howard Hughes' controlling interest in the RKO circuit of about 100 theatres, has become the storm center of a series of recriminations and countercharges by interested parties. As a result, the controversy may be heading for the courts for ultimate decision as to who gets the big affiliated chain. With the smoke of promised legal battle still obscuring some of the details, three main combatants are emerging while other interests

gal battle still obscuring some of the details, three main combatants are emerging while other interests continue active in seeking to take over the Hughes stock. Trio are the Meyer-Matty Fox-Cliff Work combine: Floyd B. Odlum, head of Atias Corp., who holds an option to meet any rival offer; and Malcolm Kingsberg, RKO circuit chief and an active bidder on his own. Meyer's offer, which would have expired early this week, is said to be extended with Hughes inclined to accept. Participants, however, are playing cozy on the exact date that the proffer must be accepted or nixed by Hughes. In the meanime, Kingsberg reportedly made a slightly better offer which has expired without being picked up by Hughes.

On the heels of the Meyer offer, Odlum has despatched a letter to Hughes demanding answers on a (Continued on page 22)

Damages 'Excessive,' **Judge Orders New Trial** In 'Expendable' Pic Suit

In Expendable Fic Suit

St. Louis, Aug. 2.

In ordering a new trial in which
damages totaling \$290,000 were
assessed against Loew's, Inc., for
actual and punitive damages to
Mrs. Beulah Greenwalt Walcher,
the army nurse who became famous
as "Peggy" in the book "They
Were Expendable" and from which
Metro pic was made, Federal
Judge George H. Moore last week
sald the verdict was excessive.
In granting a motion for a new
(Continued on page 22)

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Frank Scully
Television
Television Reviews

DAILY VARIETY (Published in Hollywood by Daily Variety, Ltd.) \$15 a Year—\$20 Foreign

Vaudeville

National Boxoffice Survey Weather Break Sees Musicals Pacing Field With 'Lining' Big Topper—'Everything' Second

Break in prolonged heat wave during the last seven days is speiling better business in many key citles covered by VARIETY this week. Entire area from middlewest to Atlantic Seaboard shared in this favorable weather break although it dld not hit such cities as N. Y. and Phlladelphia until too late to boister last weekend grosses much.

much.
Public currently is going for these pix, Realart reissued "My Little Chickadee" with House" (Olsen & Johnson), ar ago but the package provocintinued on page 55)

**Third best is "Great Gatsby"

much.
Public currently is going for wishcass, and lighter fare, with "Watch for Silver Lining" (WB) way out in front with nearly \$370,000 in some 14 key citles. Exhibitors report trade ranging from good to big or stout. Also in the same veln is "You're My Everything" (20th), second place winner, but the Dan Daliey-Anne Baxter musical is suffering this frame from dearth of bookings.

Third best is "Great Gatsby"

while "Not Wanted" (FC) is ln eighth. "Home of Brave" (UA) and "Red Menace" (Rep) are finishing ninth and 10th, respectively

Best runner-up films are "Foun-tainhead" (WB), "Lost Bounda-ries" (FC), "Stratton Story" (M-G) and "Dan Patch" (UA).

and "Dan Patch" (UA).

Standout among the newcomers are "Come to Stable" (20th), "Yellow Ribbon" (RKO) and "Love Happy" (UA), "Stable," opening in face of record N. Y. heat, is soaring to smash total, which is rated sensational in view of conditions. "Ribbon," also given an elaborate preem in K. C., to reopen a new RKO operation there, too, will hit a terrific total. "Happy" is doing very strong trade after a big bally in Detroit.

Other new entries are not so

big bally in Detroit.

Other new entries are not so good although "Mr. Soft Touch" (Coi.) is okay L. A. jumpoff. "Too Late for Tears" (UA) continues on disappointing side.

"Mighty Joe Young" (RKO) is repeating its New England success with a glant session in N.Y. despite torrid weather. Where given circus bally, this meller has rung up terrific biz. "Bank Dick"-"Little Chickadee," indie relssue package, is going great guns currently, mostly in smaller spots.

(Complete Boxoffice Reports on from dearth of bookings.

Third best is "Great Gatsby"
(Par), Alan Ladd's popularity attesting to some nice sessions. "Any Number Can Play" (M-G) is taking fourth place coin while "Sorrowful Jones" (Par) again is showing sustained strength by copping fifth position.

"House of Strangers" (20th) is winding up in sixth slot. "Summertime" (M-G) will display enough to take over seventh place

In one week of speculation on the effect of the complete divorcement ordered as an anti-trust measure by the N. Y. federal court, a big segment of the film industry has reached the conclusion that the court mandate spells higher picture rentals and bigger distributor profits. Although the decision is hailed as a sweeping Government victory, there is more foreboding than jubilation on the part of indie exhibs—supposed beneficiaries of the suit. Distrib exees, for their part, are voicing quiet if private satisfaction with the decision.

In all, the reaction bears out the initial forecast of Louis (Schwartz

In all, the reaction bears out the initial forecast of Louis (Schwartz &) Frohlich, attorney for Columbia, that "the old customer is getting it in the neck." The indiesees a strong influx of outside, competing capital. At the same time, he is far from convinced that his ancient enemy, the big circuits, will find their buying power curtailed by the string of anti-trust ukases. ukases.

Highlights

Charting the predictions to date, they can be broken down as fol-lows:

A further, substantial spread of competitive selling of product.

2. Invasion of the exhibition field by new capital enabled to buy product on the basis of terms and scating alone regardless of who has had the inside track in the past.

the past.
3. Restoration of distribution to

3. restoration in distribution its former driver's seat as the big profit-making field in the industry.

4. Growth in the threat of the television bugaboo since that offers a new market to producers who no longer have theatre investments to The folderoo of a lot of mar-

5. The folderoo of a lot of marjinal, oldtime theatres that have
been getting by on the basis "I'm
an old customer and you have to
protect me."
6. Hypo to Little Three distribution biz since brand new circuits,
once affiliated, are opening to
their product.

once animated, are opening to their product.

7. Shot-in-the-arm for indie production for the same reason that the Little Three is getting a push.

8. Greater volume of production and more money spent on pix.

Indies Worried

Many of these results are pre-dicted by Herman Levy, general counsel for the Theatre Owners of (Continued on page 23)

Johnston Office Ducks 'Stromboli' Tag Dispute

"Stromboli' Tag Dispute

Motion Picture Assn. of America has refused the demand of Charles L. Casanave, exec v.p. of Motion Picture Sales Corp., that the arbitrate MPSC's claim to the title "Stromboli." MPAA maintains that there is nothing arbitrable, inasmuch as RKO filed the first registration of the label and so was awarded it.

Casanave charged unfairness last week in MPAA's granting priority to RKO, inasmuch as the outfit's title registration bureau was informed in a phone conversation of MPSC's interest in it. At the time of the conversation, however, MPSC was not a signatory to MPAA's registration service. By the time it filed the papers Joining up and then submitted the title, RKO had put in its registration.

RKO plans to use the handle on

refurbished ship were the Pandro ferurbished ship were the Pandro title, RKO plans to use the handle on the Ingrid Bergman-Roberto Rossellini film it is making on Stromboli. Mediterranean island off the coast of Italy. MPSC also has a pic shooting in the locale and wanted the moniker for that. Casanave pointed out in his squawk to the MPAA that his outsit squawk to the MPAA that his outsit squawk to the MPAA that his outsit had been using the "Stromboli" label right along for a William Dieterle-Anna Mamani film it is financing, while RKO, until it registrations, while RKO, until it registrations, it had no choice hut of grant priority to RKO, which had the first application at the organizations. The most office. MPAA operates an elaborate arbitration setup to settle fille disputes, but in this case there is said to be no issue.

MPSC's only alternative would be the MPSC's only alternative would be also and solve the MPSC's only alternative would be the MPSC's only alternative would be also and the MPSC's only alternative would be also and the monitorial properties of the Pardro and Sculari in the MPSC's only alternative would be also and the monitorial properties of the Pardro and Sculari in the MPSC's only alternative would be also would be also and the monitorial properties of the Pardro and Sculari in the MPSC's only alternative would be also would be

4-Wall Deals Possible

4-Wall Deals Possible

With the subject of roadshowing pix considerably on the minds of major distribs, one peculiarity of the RKO and Paramount consent decrees is being studied carefully. Legally interpreted, that proviso; strangely enough, would permit four-wall deals next year but not this. Four-wall deal is so worded that a distrib rents the theatre from an exhib, fixes its own admission price and pays the exhibs a percentage of the take as rental on the lease.

Both RKO and Par, once they become pure production-distribution outfits have no ban against their acquisition of new houses, either permanently or temporarily. However, there is a freeze on expansion of the circuits and that ban applies to the parent org before the splitup. The separation into two companies does not take place until the end of the year.

does not take place until the end of the year.

Danzigers' End 100G Gets Them U.S. Rights To Italian-Made 'Capri'

Edward J. and Harry Lee Dan-ziger. New York producers and sound studio operators, have acsound studio operators, have acquired American rights to "Pirates of Capri," English language film made in Capri recently, as result of a last-minute investment in it. Producers Victor Pahlen, Rudy Monter and Gregor Rabinovitch had run out of coin when about half way finished and the Danzigers came to their rescue with something around \$100,000. Final budget ran up to about

something around \$100,000.
Final budget ran up to about \$800,000, far beyond expectations, as result of the producers' decision at the last moment to add Louis Hayward to the cast and to make other changes. Alan Curtis, who was to have had the principal lead, took a subordinate role.

First prints were received by the

took a subordinate role.

First prints were received by the Danzigers from a New York lab this week and are being shown distribs to make a releasing deal. When the coin comes in, arrangement is for Danzigers to get out first, then Monter, Pahlen and Rabinovitch and then an Italian nobleman who made a small investment.

Danzigers now have "Runaway," starring Paul Henreid, in production at the Fox-Movietone studios in New York. Aside from deferments, the two brothers are advancing all the production coin, with no bank participating. Pic will be for United Artists release, as was "Jigsaw," which they now have in distribution. Danzigers now have "Runaway, have in distribution.

lle's Maiden Voyage Has Many Showfolk Aboard

Regal in her new decor, the French Line's rebuilt lie de France sailed for Europe Saturday (30) with a heavy list of show biz passengers. Among those making the initial eastern crossing on the refurbished ship were the Pandro S. Bermans. The Mctro producer, who recently completed "Bodies and Souls," will return in about seven or eight weeks.

Strictly on a vection Berman.

MPAA's Pitch On Hollywood

Motion Picture Assn. of America, in a hypoing of its public relations activities, is sending out a series of stories to sell "the constructive angle" on Hollywood. Yarns are going to writers, critics and exhibitors throughout the country and may be compiled in pamphlet form for schools in the fall. Exhibs are being encouraged to make whatever local use they can of the stories, including employing them as material for speeches.

Initialer was an erudite 11-page

speeches.

Initialer was an erudite 11-page article on "Music in Films." It will be followed by others on "Literature in Films." "Education in Films," "How Films Teach History" and similar themes to give Hollywood its due as a legitimate source of culture. Interspersed with the series and issued as the second article was an interview with Joseph I. Breen, MPAA vp. in charge of the Production Code Administration, listing 43 films "which compare favorably with the best Hollywood has produced in years."

Breen was quoted as an author-

Breen was quoted as an authority since he is "the man who for the past 15 years has seen practically all the pictures produced in Hollywood, from early script to finished product." Breen noted "that the accent is on farce or farce-comedy. There seems to be a larger percentage of this type of picture than has been the case since the termination of the war."

MPAA flacks have little hope of

MPAA flacks have little hope of seeing the yarns used in toto, but feel that they will have a cumulative effect in planting an aura of class for Hollywood in minds of writers and critics who are prone to let the crasser and more glamorous side of the film capital shut out its more valuable assets.

While the preparation of the Breen list of top films preceded the announcement by Gael Sulli-

(Continued on page 23)

JAMES MASON'S 2D WIN OVER DAVID ROSE

Previously victorious in having a N. Y. federal court set aside a 1946 contract with David E. Rose as not valid, actor James Mason again triumphed last week when the U. S. Circuit Court of Appeals sustained the ruling of the lower court. In an opinion written by Justice Thomas W. Swan, the higher tribunal held that the so-called agreement was "too incomplete to constitute a binding conplete to constitute a binding con-tract."

tract."

Originally Mason sued Rose in an effort to break the deal while the defendant counterclaimed to prevent the actor from violating the provisions incorporated in a letter signed by both individuals. In finding for Mason, Federal Judge John C. Knox opined that the "letter-agreement" was too "vague and indefinite" to be considered valid.

Suits grew out of a plan of both

sidered valid.

Suits grew out of a plan of both parties to enter American independent production on a joint basis. As noted in the letter, Rose was to manage the venture while Mason was to have contributed his services. Later, however, Mason moved to cancel the deal on the green of the mean register.

services. Later, however, Mason moved to cancel the deal on the grounds the memorandum wasn't intended to be a formal pact.

Case was marked by a legal puzzler as to what law should apply. The letter was signed in England but its provisions were to have been carried out in California. Nevertheless Justice Jerome N. Frank, in a concurring opinion, ruled that regardless of what "law" should prevail "this agreement is too indefinite." Repping Mason was Schwartz & Frohlich, while Rose's legal battery was Simpson, Thacher & Bartlett. Rose was formerly g.m. for Paramount in Great Britain, and Mason argued that before he even started production Rose had him "farmed out" to Par for distribution.

Ozoners' Big Negro Draw

Among the "new" audiences which drive-ins are said to be creating, one large segment is represented by Negroes. In many sections of the south where segregation in regular houses is strictly enforced, the rule is not applied to the ozoners. Because of this, Negroes flock to the open-air theatres which are attractive de-luxe affairs as compared to the second-rate flickeries generally available to them. This holds true particularly in Texas.

At the same time, pixites studying drive-ins believe much of the ozoner patronage is rather a recaptured old audience than one which is strictly new. These audiences formerly went to conventional theatres but dropped the habit because of inconvenience or other reasons. For instance, big part of ozoner patrons are young married couples with infant children who cannot afford baby-sitting services. On checkups with drive-in patrons, number of them said they stopped going to flickeries because they were "embarrassed by their children crying in the theatre."

Those surveying the field agree with the estimate of Robert 'Rob) Wilby, Wilby-Kincey circuit head, that 70% of the audience would not go to a regular theatre.

Stalling Via an Appeal May Lessen Theatre Values, Impair TV Tie-Ins

150G Plagiarism vs. U

Los Angeles, Aug. 2.

Thomas Burtis, screenwriter, filed suit for \$150,000 against Universal Pictures in L.A. superior court, charging plagiarism.

Plaintiff declares Universal agreed to buy his screenplay, "Manhattan Masquerade," in 1938, and later incorporated the story into its film, "She Wrote the Book," produced in 1945.

More on 'Dirty Linen' Washing in That 'Life' Seminar; Exhib's Peeve

Production side of the film business is roundly rapped for its airing soiled linen to public view, via the recent Life magazine roundtable discussions by Trueman T. Rembusch, National Allied treas-urer. In a letter circularized among Allied members, Rembusch declares that "production needs to take a leaf from the book of ex-hibition and there would not be such great need for a public rela-tions campaign for the industry."

tions campaign for the industry."

As one of the participants in the exhib section of the round-table, Rembusch asserts, "it was my observation that the exhibitors attending that session had one idea in mind: to protect the industry from unfavorable comments appearing in the finished article. The exhibitors were successful in doing just that."

Continuing on that took Allied

Continuing on that tack, Allied official states: "Sure, within the industry exhibition will battle production and distribution but let an interloper attempt to assail our industry and exhibition has sense enough to keep its mouth shut and protect it and the industry's interests."

sets."

Rembusch specifically slammed at Joseph Mankiewicz' "rantings at the Life magazine roundtable." His ire, like other Allied members, was roused by the Mankiewicz tag of an exhib as a "real estate operator whose chief concern should be taking gum off carpets and checking adolescent love-making in the balcony."

N. Y. to Europe

Gracie Allen George Burns George Burns
Glenn Ford
David D. Horne
Grace (Mrs. Gus) Kahn
Dorothy Kilgallen
Richard Kollmar
Pat O'Brien Fred Schang, Jr Irene M. Selznick Dorothy Stewart Alida Valli John Wildberg

Europe to N. Y.

Europe to
Lucia Chase
Everett Crosby
Susan Douglas
Mrs. Henry Fonda
Florence George
Harry Kalcheim
Elia Kazan
Jules Levey Jules Levey
Burgess Meredith
Arthur Miller
Lew Parker

Continued study of the New York federal court's divorcement decision during the past week has clarified thinking somewhat regarding the advisability of an appeal, but the question is still in the air as whether the three majors affected will take such action. Many long sessions between the companies' staff counsels and outside attorneys will undoubtedly be held before a decision is reached.

the companies staff counsels and outside attorneys will undoubtedly be held before a decision is reached.

There is quite a group of legalites who favor continuing the fight against the total divorcement order. Their stand is that Warner Bros., Loew's and 20th-Fox are much in the position of a man in the death chamber. He may know he has very little chance of getting a stay of execution, but he has nothing to lose and all to gain, so it is worthwhile resorting to every possible avenue of clemency.

Those who oppose the appeal claim that that is not the position of the three companies at all. It is by no means a case, they say, of all to gain and nothing to lose by an appeal. There are two important considerations in carrying the fight on any longer. First is the diminishing value of theater real tate and the second is the companies' desire to get into video.

Realty Past Its Peak
On the first point there is pretty much agreement that with the passing of years, theatre properties are bound to become less valuable—along with other real estate and a gradual decline in (Continued on page 23)

L. A. to N. Y.

L. A. to !!
Lloyd Bacon
Vera Caldwell
Pat Di Cicco
Paul Douglas
Connie Haines
Sessue Hayakawa
Horace Heidt
Al Horwits
Rene Hubert
Robert Keith
Zottan Korda
Gilbert Kurland
Charles Lamont
Virginia Payne
Cole Porter
Bernard Schubert
Zachary Scott
Joseph Szigeti
Edwin Van Pelt
Barbara Whiting

N. Y. to L. A.

Irving Berlin Rebecca Brownstein Clayton Collyer Walter Craig Walter Craig
Paul Dullzell
Hy Faine
Eunice Healey
George Heller
Henry Klinger
Philip Loeb
Florence Marston
Edith Meiser
Howard Reinheimer
Arthur Schwartz
Louis Simon
Edward Small Edward Small Clarence Taylor Edgar Van Blohm Marek Windhheim

> CAN'T LEAVE Henry Morgan

FABIAN'S 11-THEATRE TV CIRCUIT

Bob Hope-'Jones' Wins B.O. Stakes For July; 'Neptune,' 'Steal' Follow

After displaying enough strength in the final week of June to finish fourth that month, "Sorrowful Jones" (Par) rushed ahead to win the national boxoffice derby in July. The latest Bob Hope opus easily outdistanced the field, winding up first the first three weeks in July and never dropping below third all month, according to reports from VARIETY correspondents in about 22 representative key cities.

in about 22 representative key cities.
"Neptune's Daughter" (M-G), which did almost as well as "Jones" the first two weeks of July but failed to show as much sustained strength, took second money, being well ahead of its third-place rival, "Big Steal" (RKO), which was especially sturdy two weeks of the month. Solid to great weeks were far in the majority for this Robert Mitchum epic.

jority for this Robert Milchum epic.
Fourth place was won by "House of Strangers" (20th) although pressed for a time by "Fountainhead" (WB) in fifth position for July, "Strangers" started out rather indifferently but came along briskly later while the Gary Cooper-Warner picture piled up considerable coin but was inclined to be spotty.

considerable coin but was inclined to be spotty.

"Silver Lining," another from Warners, climbed into sixth, mainly wai its terrific drive in final stanza of the month. Aside and apart from the smash totals rung up in the first four weeks at the Radio City Music Hall, the Ray Bolger-June Haver Technicolor musical opened big to socko or great in final week of July, Picture ap(Continued on page 20).

(Continued on page 20)

Eddie Small-EL Down To a Waltz. Producer May Set Col Distrib

May Set Col Distrib

No progress has been made on his deal to take over Eagle Lion, Edward Small said this week, and he'll go back to the Coast from New York today (Wednesday: Small has completed negotiations with Robert R. Young and Serge Semenenko for EL and it is up to them now to come up with the production financing coin which would cement the deal.

Small said he had no word on progress toward getting the money, reportedly credits totalling around \$3,500,000, and was going ahead with other negotiations. These are for a series of pix to be distributed by another company, possibly Columbia.

Young, controlling stockholder in EL, has turned the task of getting the funds together to Robert R. Purcell, chairman of the board of Pathe Industries, EL's parent company. Semenenko, vp. of the First National Bank of Buston, (Continued on page 23)

(Continued on page 23)

MPEA STAYS IN JAPAN ON UPPED COIN OFFER

ON UPPED COIN OFFER

Motion Picture Export Assn.
will probably drop its threat of
pulling out of Japan as a result
of the U. S. Army's agreement to
boost from \$200,000 to \$1,600,000
the amount of coin which the
majors can extract from Japan
during the year ending June 30,
1950. In an MPEA meet yesterday (Tues.), Irving Maas, MPEA,
exec veepee and managing director, confirmed the Army move in
a report to members.

Same meet resulted in agreement by United Artists to continue
distribution in Germany through
the MPEA of all its pix released
to date. That agreement holds
until the end of the year. It does
not apply to product released
to date. UA, which is not a
signatory to the MPEA distribution agreement, thereby reversed a
Previous stand.

Operational personnel and physical
problems includents!

previous stand.
Operational personnel and physical problems incidental to the takeover of individual selling in Germany on Jan. 1 were discussed.

July's Big 10

- 'Sorrowful Jones" (Par).
 'Neptune's Daughter" (M-G).
 'Big Steal" (RKO).

- "Big Steal" (RKO).
 "House of Strangers" (20th).
 "Fountalnhead" (WB).
 "Silver Lining" (WB).
 "Any Number Play" (M-G).
 "Stratton Story" (M-G).
 "Glrl Jones Beach" (WB).
 "Africa Screams" (UA).

See All-Industry **Conference Next** On Theatre Video

alt-industry conference to draft a program for presentation to the Federal Communications Commission. Theatre Owners of America is now mulling the project as the best way of winning favorable action by the FCC. That body recently propounded six questions to the film industry as to its plans as a way of determining whether specific video channels should be allocated to exhibition.

TOA's top officials, after quietly all-industry conference to draft a

located to exhibition.

TOA's top officials, after quietly quizzing the FCC, are convinced that any action taken by Individual companies or separate branches of the industry will throw cold water on the chances of channel-allocation. They believe that the present approach based more on enterprise the converse than the converse the sequence of the converse of the ent approach, based more on en-gineering briefs as to what differ-ent companies car accomplish in theatre TV, is strictly a wrongway

theatre TV, is strictly lack.

All-industry confab, if cailed by the theatre group, would be to draft a complete agenda of civic service programs. It would be shaped to show the FCC what contribution the industry could make to the public in the form of theatre video programs rather than a technical exposition of engineering possibilities.

possibilities.

TOA would ask for a two-three month preparation of programs by a committee repping all companies and branches. Chief backer of the proposal is Gael Sullivan, exec director of the group.

CLAIM QUICK METHOD FOR 3-DIMENSION PIX

Chief bugaboo in the development of three-dimension films—the use of complicated viewing lenses and attachments—may be overcome by a new method devised by Scientific Research, Coast outfit. New technique, according to Irving Yergin, firm partner, is based on a simple gadget attached to projectors which obviates necessity for viewing tenses.

Device will be demonstrated on the Coast Aug. 27 when its commercial feasibility for films and video will be tested. Jack Moss, film producer, and Jacques Fresco, developer of the process, are other partners of the firm.

Small-Seaters' Pitch To Majors on Reissues

Pressure is being exerted on a number of majors to induce them to embark on a new policy for resisuing oldies. The plea, pushed by Telenews, Translux and a number of other chains operating art houses, is for the companies to get out a substantial number of resisues on a limited rather than general release policy. Plan would keep down the costs on prints and at the same time insure a supply of product to the converted houses.

Telenews, Translux and (Continued on page 20)

PENCILS IN BUY FOR RCA UNITS

New York indie circuit operator Si H. Fabian, having bought the first RCA-produced theatre televislon unit, has pencilled in another for 10 more, to be installed in others of his theatres. Fabian's interest in the new venture indicates he'll have the first theatre TV circuit in the east and also opens the possibility of RCA's having found a highly-lucrative new business. It was also revealed this week

It was also revealed this week that the problem of TV program-ming for his theatres, which looms as one of Fabian's biggest obstacles, may be partially solved by NBC, subsidiary company of RCA. Net-work's even moreone.

may be partially solved by NBC, subsidiary company of RCA. Network's exec veepee Charles R. Denny, Jr., has been huddling with Fabian and his theatre TV consultant, Nathan L. Halpern, on the possibility of NBC's building special video shows for the Fabian Brooklyn theatre, were the first unit is to be installed. In addition, the house may also be able to carry some of NBC's regularly-scheduled programs, such as Milton Berle's "Texaco Star Theatre."

General belief now is that theatre TV can be beneficial to all concerned. Theatres, of course, hope to gain through bigger b.o. Manufacturers of the equipment will have a new and ready market and manufacturers of the equipment will have a new and ready market and manufacturers of home receivers should also benefit. It is expected that many people, who see such shows as "Texaco" for the first time in a theatre, may want to buy a set to have the programs at their homes. If the deal for such shows goes through, the advertisers will have a greatly-expanded audience. goes through, the advertisers will have a greatly-expanded audience. This, in turn, will prove helpful to the networks by luring more advertisers into their fold.

Disclosure that Fablan is interested in 10 more of RCA's large-screen projection units indicates he

ested in 10 more of RCA's largescreen projection units indicates he
may also be considering the possibility of originating his own programming; similar to what 20th-Fox
plans to do on the Cuast. With
enough theatres linked together by
theatre TV, it is believed, it might
pay Fabian to stage programs live
at one central point and then feed
them to the inter-connected houses.
Combined gross from such a circuit would enable him to get some
of the best talent available.

Interest of RCA and NBC in the
success of Fabian's experimentation with theatre TV is evident in
what if will mean to the parent
company. Sets will cost Fabian
about \$25,000 each. Total purchase
price hell pay-to RCA for 11 of
them. consequently, is \$275,000.
Thus, if Fabian can boost his boxoffice gross with the help of the
new medium, other theatres
throughout the country might follow suit. RCA consequently will
have Iound a lush new market for
its product.

Theatre TV Dominates 20th-NT Coast Powwow

Hollywood, Aug. 2.
Twentieth-Fox's plans for theatre television held the center of neterest at the two-day meet of National Theatres division presidents, being held at the homeoffice with NT prez Charles P. Skouras presiding.
Circuit's TV chief R. H. McCulough disclosed NT is readying an

Circuit's TV chief R. H. McCullough disclosed NT is readying an application with the Federal Communications Commission for a theatre TV channel, which it plans to file in September so that it can launch its 23-theatre Coast TV hookup. It is estimated that the venture will cost 20th and NT about \$1,200,000 for the theatre equipment which it helped develop with RCA. This includes the projectors, studio and field equipment and seven-relay stations to beam shows originating at Grauman's Chinese theatre here to NT houses

Hollywood Thawing \$30,000,000 In Faraway Places; 26 Pix This Year

Foreign 'Menace'

Hollywood, Aus. 2.
"Beware of foreign producers" is the gist of a warning issued to its members by mg issued to its members by the Screen Actors Guild. Thesps are cantioned to look before they leap into any film project in alien territory and to sign only a standard free-lance contract designed by SAG.

Some of the boys and gals have been stung overseas.

Goldwyn, RKO Will Go Steady Another Year

Samuel Goldwyn this week of-ficially notified RKO that he is picking up his option to renew his distribution contract with the com-pany for another year. Thus ends

picking up his option to renew his distribution contract with the company for another year. Thus ends a months-long but cordial hassle during which Goldwyn attempted to have the pact amended to permit him to release through RKO at his very favorable 20% terms the films of other producers whom he might finance.

RKO topper Howard Hughes consistently refused to permit the amendment and Goldwyn finally accepted the decision. He was obligated to officially notify RKO of his intention to pick up his option by Monday (1), which was 30 days before the one-year renewal becomes effective on Sept. 1. RKO had already given him a 60-day extension of the pact from its original expiration date of July 1 while Goldwyn's demands were argued out.

As the contract stands the pro-

Goldwyn's demands were argueu out.

As the contract stands, the producer can still release the pix of other filmmakers through RKO under his deal, but the product must bear the legend "A Samuel Goldwyn Production" or "Samuel Goldwyn Presents." He wanted to get away from that, since other (Continued on page 18)

PARKS, BETTY GARRETT. MANDEL SET OWN CO.

HANDEL SET UM1 U.
Hollywood, Ang. 2.
Larry Parks and Betty Garrett are joining their manager, Louis Mandel, as equal partners in the newly formed Louis Mandel Productions, Inc. They are planning to make indie films and to produce and finance a Broadway play.
Company has acquired three scripts and hopes to get its initial film into production by December, Mandel said. Efforts will be made to get clearances from Columbia for Parks and from Metro for Miss Gerrett so that they can appear in

for Parks and from Metro for Miss Carrett so that they can appear in the pix.

Couple, who are married, are now on a vaude tour. It is also being sponsored by the new com-pany which they are setting up.

Ricordi Suing Par Over 'Mme. Butterfly' Title

Mme. Butterfly litte
Legal question as to who owns
the title rights to Purcini's opera.
"Madame Butterfly," came into
N. Y. federal court last week when
G. Ricordi & Co. brought an infringement suit against Paramount.
Claiming ownership to the title,
plaintiff asks a declaratory judgment determining its rights and
also seeks an injunction restraining Par from using the label.
Ricordi contends that under an
April 27, 1901, agreement, the late
David Belasco and novelist John'
Luther Long granted it exclusive
worldwide rights to the title. Par,
on the other hand, claims Belasco
and Long gave them a license to

and seven relay stations to beam shows originating at Grauman's ing Par from using the labet.

Clinese theatre here to NT houses in southern California.

Circuit also decided to install Divid Belasco and novelist John-Luther Long granted it exclusive rationally and kids, ranging from the top 25c price for moppets up to near the adult scale. Bracket has proved a healthy trade stimulant.

Hollywood producers will thaw seess of \$30,000,000 in frozen excess of \$30,000,000 in frozen funds this year in overseas production. Figure reps over 26 productions and is greatest overall foreign production program within a single year in history of Hollywood.

single year in history of Hollywood.
Offshore project is in direct opposition to Eric Johnston's recent
statement that fewer pictures
would be made abroad by American producers. Total of 21 either
are currently shooting or being actively prepped to go within next
120 days. Several already have
been finished.

been finished.

England alone will be shooting site of at least 13 films, with strong possibility this number may be stretched to as many as 20. Italy also will be a popular lensing ground. Other countries which will see at least one, and in most cases several picture companies, are Germany, France, Kenya Colony in Africa, Argentine, Tahiti.

Six Shooting Now

Six films currently are shooting abroad, with more to go within next few weeks,

next few weeks.

Now active in England are Alfred Hitchcock's "Stage Fright," for Warners; 20th-Fox's "The Black Rose"; Walt Disney's "Treasurestland," for RKO release. "Stromboli" is lensing on island of Stromboli for RKO; George Breakston and Yorke Coplen are doing a wild animal feature in Kenya Colony, still untitled, for Republic. 20th-Fox has "Two Corridors East" in production in Germany.

Stated to start within next 10

Stated to start within next 10 days to two weeks are RKO's "The White Tower," in French Alps; (Continued on page 20)

UA Doesn't Appear Likely to Get Out On Cagney's 'Life'

United Artists, which about 18 months ago almost went to court against Warner Bros, and put up \$250,000 of its own coin for production financing in its anxiety to get "Time of Your Life" for release, looks certain to get nicked for its entire investment in the Cagney brothers' film. It is one of the few pix in recent years which UA has dug into its slim treasury to finance. finance.

has dug into its slim treasury to finance.

It appears practically positive now that the company will not come out on the James Cagney-starrer. Negative cost \$1,400,000 and the pic must get back about \$2,300,000 to cover prints, advertising, distribution cost and incidentals. In 15 months of release It has grossed about \$1,300,000.

UA, in return for its \$250,000 investment in "Life," got a second mortgage on the film." That puts it second to the Bankers Trust Co. of New York in the payoff line. Bank probably will not get its coin out of the picture either, but it has no worry, since its loan was to Cagney Productions, Inc., and is thus collaterized by other assets and residuals. UA loan, on the other hand, was specifically on the picturization of the William Saroyan play. UA made the loan after producer William Cagney had made a deal with Warner Bros. for release by it of the film. Grad Sears, UA prez, threatened to take WB to court if it took the film. Negotiations followed in which UA agreed to put up the financing and thus was assured of "Life."

Schlaifer's Gamble Acct.

Charles Schlaifer & Co. has been named ad agency and public relations consultant for all Ted Gamble enterprises. Latter in cludes Gamble's theatre chain operating from Portland, Ore, headquarters and the Greater Indianapolis Amusement Co., operators of firstrun and nabe houses in the Indiana canital.

MIDWEST KEYS DISAGREE ON B.O.; ST. LOO SINGS BLUES, MPLS. SEZ IT'S GOOD AS EVER

With biz off from 20%-35%, depending on the size and location of the house, from last year, Fanchon & Marco will try to hypo turnstile & Marco will try to hypo turnstile activity at its 5,000-seater Fox. in midtown, with old time vaude and Loew's State, downtown, also is giving stage presentation a whiri to bolster lagging wicket activity. At the Fox a policy of seven or eight acts is being inaugurated while at Loew's Larry Parks-Betty Garrett headed a four-act stage Garrett headed a four-act stage show, the second time in almost 20 years that Loew's presented a combo policy in this burg.

bo policy in this burg.

A slight tilt was made at Loew's, top for pictures at both Loew's and F. & M.'s deluxers remains at 75c to which it was hiked several years ago. The rest of the first runners here also have a 50-75c scale and the nabes have made no change in their admish scale. There appears to be no likelihood that prices will be siashed as the exhibs contend the high price of films, together with other hiked expenses, make it impossible for them to reduce the scale without incurring losses. incurring losses.

With more than 30,000 tele sets in St. Louis it cannot be deter-mined what effect this form of en-Hinded what effect this form of en-tertainment has on the picture b.o. Baseball games are televised over KSD-TV, the town's only video station but has not affected the atlendance. As a matter of fact, the Cardinals, in the thick of the fight for the National League pennant are enjoying a greater attendance than last year.

In this town, if the screen fare offered is what the natives like tel and radio cut no ice whatsoever. "Stratton Story." "Neptune's Daughter" "Mether" "Stratton Story," "Neptune's Daughter," "Mother is a Fresh-man" and "Sorrowful Jones" not only copped nods from the crix but also enjoyed such fine biz that they were h.o. "Mother" and "Stratton" ram for three weeks which is un-usually long in this burg.

Drive-Ins Hurt Here

Drive-Ins Hurt Here

There is no question but that the drive-ins have hurt the big houses even though they show only lesser pix. Last year there was only one in adjacent St. Louis Connty. This year four are flourishing and across the Mississippi in St. Clair County half a dozen are operating and the construction of more continues within a 100-mile radius of St. Louis. As b.o. bait the owners of the drive-ins, following in the footsteps of the late Fred Wehrenberg whose estate owns three In St. Louis County, have adopted a policy of cuffo pony rides, Icecream cones, playgrounds. rides, leceream cones, playgrounds, etc., for the kiddies. A miniature Coney Island for kids has sprung up in St. Louis County near a heavily populated residential area and parents are patronizing the spot to the determent of the pic-ture houses in that section of the

The Municipal Theatre Assn.'s fresco playhouse in Forest Park is another strong opposish for the picture theatres during the summer months. The outdoor enterprise has been drawing an average of 70,000 payees a week and the season of 12 weeks winds up on Labor Day.

Except for drive-ins, theatre construction has lagged badly. High labor and material costs are responsible for the slowing down of construction of new houses. In St. Louis there have been several strikes of construction laborers and investors never know when a and investors never know when a strike will occur that will delay ike will occur that will delay completion of a theatre proj-

The popcorn and candy conces-The popcorn and candy concessions are in virtually every house in the city, Loew's and the Orpheum having been the last to capitulate to this means of revenue. For several years popcorn was barred at these two houses although the candy bar prospered Signs banning popcorn were placed on the ticket booth windows and customers were compelled to

Neighborly Indeed

Justin Herman, who writes,

Justin Herman, who writes, produces and directs the Pacemaker series of 12 shorts a year for Paramount, is a guy who believes in taking fuli advantage of his neighbors. He lives in New Hope, Pa., and is now doing his third short in six months in that area.

First one was "Lambertville Story" (Lambertville, N. J., adjoins New Hope) in which estarred one of the local residents, Paul Whiteman. Then he did "Neighbors in the Night," about the New Hope volunteer firefighters. And now he's doing "Strawhat Cinderella," which is about summer theatres and is being shot at the Bucks County Playhouse in New Hope, Featured will be line Statenburger. summer theatres and is using shot at the Bucks County Playhouse in New Hope. Featured will be Jinx Falkenburg and such local celebs as George S. Kaufman and wife. Leueen McGrath, and Ernest Truex, as well as Theron and Phyllis Bamberger, who operate the strawhat.

cartoon tossed in for good meas-

In addition to the Fox, the Shubert, a 1,500-seater, also in midtown, shuttered for the summer

Other Opposition

Further opposish is seen in hotrod and migget races, each once weekly, a long harness race meeting near Collinsville, Ill., both at night, two amusement parks and the showboat "Goldernod" moored at the St. Louis river port. The run last at the St. Louis liver port. The midget auto races were run last season but the hot-rods is a new form of entertainment iocally that has drawn heavily. The Golden-rod has been at the local port for a decade presenting mellers and is dolored to trope, his the literature. doing strong biz throughout the

Nabes have not returned to give-Nabes have not returned to give-aways as a b.o. hypo although one small indie house in South St. Louis occasionally stages a "Mer-chandise Night" at which grochandise Night" at which gro-ceries, etc., are dished out to the holders of lucky numbers. Many attempts have been made in the past few years not only in St. Louis but throughout the state by Louis but throughout the state by picture theatre owners to have Bank Nights but each time the bally has been banned by an opinion rendered by the State's Attorney General who has consistently ruled that such forms of awards out-and-out lotteries

Loew's is the only one of the big houses that has been consistent in outdoor ballys. Lots of outent in outdoor barrys. Low is tanding gags for people in the downtown area have been dished out on connection with Loew's

downtown area nave been disned out on connection with Loew's 25th anniversary campaign. Efforts to enlist co-op with de-partment stores and other retail shops in newspaper ads in which screen attractions would be screen attractions would be stressed has met with little or no success, even though theatre man-agers point out such co-op would be of benefit all around.

Good Shows Always Do Big in Twin Cities

Minneapolis, Aug. 2. Such representative members of the industry's exhibiting end as an affiliated theatre circuit's president and an Independent exhibitors' body's head disagree over the extent that grosses are off from their core are nearly and the second of the

tent that grosses are off from their cescape the fact that outstanding attractions still are capable of chalking up tremendous figures.

For example, the 4,000-seat Radio City theatre here during the blistering July heat grossed one of the biggest weeks in its history with a vaudfim show that included Frankie Carle's orchestra and the Mills Bros, with a Grable picture. "Beautiful Blonde From Bashful Bend," getting just under \$42,000. a staggering sum that indi-

impressive. The very next week the same house grossed approxi-mately \$20,000 with "Sorrowful Jones"—a gross that isn't far un-der the top take for any straight

der the top take for any straight film.

All in all, it's agreed in local film circles, that pix b.o. is still plenty healthy and in better shape than most other industrial lines. A number of trends and trains of thought regarding the film industry's present and probable future are in evidence, as pointed out to VARIETY by llarry B. French, president of the Minnesota Amusement Co. (Paramount theatres' circuit), and Bennie Berger, president of dent of the Minnesota Amusement Co. Paramount theatres' circuit, and Bennie Berger, president of North Central Allied, independent exhibitors' organization, and owner of a large theatre circuit, plus events that have been taking place. They are: 1. French says that the circuit's theatre business is off about 11%

1. French says that the circuit's theatre business is off about 11% now and has been down to that extent the past six months from a year ago. Berger asserts the decrease runs about 15%. Both feet that inferior product on the average might be a factor, as well as less amusement purchasing power, pursestring tightening and increased opposition from other amusement lines. French is particularly optimistic about product coming up.

TV No B.O. Factor

2. Both French and Berger agree that television hasn't hurt the the-atres yet for the reason that only a comparatively small number of sets are in use and the TV shows sets are in use and the TV shows and programs haven't been calculated to keep the public at home. There are now two Twin City TV stations, but until last month there was only one. There's even little was only one. There's even little worry or concern among exhibitors over TV as an important future source of opposition.

3. French and Berger agree, and the reports reaching here confirm their opinions, that while drive-ins the larger responsibility.

in the larger-communities like Minneapolis are operating profitably, tough going is being experienced by the smail-town ozoners for the most part. They feel that the peak of drive-in theatre construction has been passed, as far as this territory is concerned, and not only that there'll be few more built in and around the less populated spots, but also that a number of these ozoners so located will have to shutter permanently.

Drive-ins larger - communities

Drive-Ins

In the Twin Cities and most other situations, the drive-ins play behind all of the conventional the-atres. Several in the territory have been granted earlier clear-ance, however, and a few are start-(Continued on page 22)

'Yellow Ribbon' Preem At RKO's New Missouri In K.C. Attracts 25.000

Kansas City, Aug. 2.
Opening of RKO's new Missouri
here last Tuesday (26) brought out one of largest crowds ever drawn to a theatrical event. Estimated to a theatrical event. Estimated that 25,000 were on hand for the night parade and street appearance of film players, civic officials and RKO execs. Jam about the theatre front reached near riot proprilons, and Lawrence Lehman, manager, was forced to open the doors 45 minutes ahead of schedule. House was sold out several days before opening. days before opening.

Heavy program of ballyhoo brought peak interest in the event, and drew the massive turnout to witness an 8-block long parade preceding the opening and appearpreceding the opening and appear-ance of the players on a platform in front of the theatre. Personals included Jane Rissell, Gordon MacRae. Alan Hale. George O'Brien, Harry Carey, Jr., and Ben

though the candy bar prospered Signs banning popoorn were sure. "Beautiful Blonde From Bashplaced on the ticket booth windows full Bend." getting just under \$42. don. a staggering sum that indicates anything but a tightening of a house. About six weeks agn the sale of popoorn was resumed and so done a flourishing biz.

Event at infrequent intervals was the town's first in more than half of the theatre's 2. done as well as the than a year and that an expectation of the big houses, as well as the than a year and that an expectation of the programs with a newsreel and a done, the pull still rated as highly the ford's production glorifying the done, the pull still rated as highly the ford's production glorifying the done. The programs with a newsreel and a size of sure of Kickapoo Indians, Mayor William Kemp and RKO's Sol Schwartz, Parade was scheduled to end at the theatre at 7:30 o'clock, but long before that more than half of the theatre's 2. done sats were filled. The horse-men and Indians sied in with the pre-release world preem of "She Wore a Yellow Ribbon." John nabes, still stick to double feature ceptionally bang-up selling job was ford's production glorifying the continuous continuous and provided as the programs with a newsreel and a since the program of the tight program is the program of the prog Parade included aiso a troop of

20th's All-Industry Trailer

New era of cooperation among competing producers-distributors which should aid immeasurably in promoting better business and better public relations, was graphically demonstrated by 20th-Fox veepee Charles Einfeld at the final session of the company's home-office convention of theatre exploitation chiefs Friday (29). To hypo office convention of theatre exploitation chiefs Friday (29). To hypo-enthusiasm of the delegates, who came from theatres and circuits throughout the country. Einfeld read a list of promising product forthcoming from all studios, not 20th alone. He emphasized that the entire industry is responding to customers' demands for better quality.

List of future releases from all companies was compiled specific-

ally for the 20th conclave by production code administrator Joseph I. Breen, whose job gives him a chance to view product of all studios while it is still in the rough-cut stage. Declaring that the industry is looking far ahead and is entering into a "fruitful era." Einfeld told the assembled ad-publicity delegates: "Now it is up to

you exploiteers and the exhibitors to continue encouraging Holly-wood to turn out such pictures by helping them to do top business." Breen's list of what looks like the "best" in new pictures nat-urally included some from the 20th iot. In reading them, Einfeld admitted that his studio doesn't produce "all the good pictures." but declared that "we hope we can turn out more than the others."

If Duals K.O.'d That Means No More Poor B's and Must Help All—Lichtman

\$750,000 Pact Suit On Nivel Picture

Un Nivel Picture

Los Angeles, Aug. 2.

Nivel Pictures, Inc., filed suit for \$250,000 against Screen Guild Productions and Lippert Productions, with an added demand for \$500,000 exemplary damages against Robert Lippert, charging breach of contract.

Case involves the distribution of the feature, "Killer Dili," which Nivel produced for distribution through Screen Guild. Nivel declares Lippert induced Screen Guild to negate its distribution agreement.

agreement.

Andy Smith Decries Exhibs' Constant Wail Of 'Poor' Pix: Hurts All

Nation's film exhibitors, who should be most interested in generating better industry public relations, are doing the film business considerable damage by airing publicly the view that "poor pictures" are responsible for the current boxoffice dip, according to 20th-Fox sales veepee Andy W. Smith, Jr. In addition, he said, exhibs must cooperate when they have any complaints on thair run. exhibs must cooperate when they have any complaints on their run or clearance by agreeing to conciliation. That, he declared, is the only way to "remove the necessity of washing our dirty legal linen in the courts and, therefore, before the public."

the public."

In a talk at the 20th homeoffice conclave of theatre ad-publicity conclave of theatre ad-publicity chlefs last Thursday (28), Smith also pitched for exhib cooperation to protect the newsreels against the threatened inroads of televithe threatened inroads of television, revealing that 20th is now studying a change in format to eliminate "so sharp a conflict" between TV news coverage and our newsreels. He noted 20th's release schedule calls for two A films a month but said the present market demands may boost that figure. More releases may be necessary via the greater competition developed by the Government's anti-trust decree and because "sustaining

by the Government's anti-trust decree and because "sustaining power even for the best pictures is not what It was in years past." In chiding exhibs, Smith referred to the recent nationwide survey of film boxoffice conditions conducted by the N. Y. Times, which quoted most exhibs as blaming poor product for the attendance slump. "I would be the last one to deny that there are poor pictures," he said. "Ours is an extremely hazardous business, depending as it must on changing public tastes and the inevitable une certainties that surround any creapublic tastes and the inevitable un-certainties that surround any crea-tive undertaking, particularly in the field of entertainment. "But, for exhibitors to subscribe in effect to the charge that the vast

majority of pictures are bad is un-believable and self-destructive. It is as fantastic as though a Ford dealer were to announce 'Ford's 1949 model is not satisfactory; you will not enjoy riding in it."

Ward Heads U-I Personnel

Ward Heads U-1 Personnel Hollywood, Ang. 2. Emmett P. Ward replaces A. II. McCausland, resigned, as head of U-1 personnel department. Ward also retains his labor re-

lations director post.

* Twentieth-Fox veenee Al Lightman, having labeled double feat-"one of the worst evils in our business," argues that combined efforts of exh rid the indust combined efforts of exhibitors can rid the industry of them." Elim-ination of B pictures necessary to double bills might injure severly the smaller production firms, he said, but their elimination is necessary if the industry is to continue to progress.

Lichtman introduced the subject at 20th's homeoffice conclave

of theatre ad-publicity chiefs last Thursday (28) and Friday in a general discussion of the present state of the industry. He also took the occasion to relterate his contention that exhibitors must pay higher film rentals to insure production of top-quality films and to emphasize his belief that divorceemphasize his belief that divorcement, if it is finally made mandatory, may ultimately help' the industry in forcing better merchandising methods. The majors he pointed out, will no longer be able to depend on their own theatres for bookings.

"Double bill is bad," Lichtman said. "for the simple reason that it encourages the making of a lot of bad pictures, which must drive a great many people out of the

or bad pictures, which must drive a great many people out of the theatres of this country." These people, he averred, "cannot stand for the repetitious trash that is thrown upon the screen merely in the interests of quantity and never

in the interests of quality. Con-tinuing his attack, he declared: "We hear from all sides, the gen-eral public as well as people of our business—"too many bad pictures." I maintain that the Class A pic-

(Continued on page 23)

ALL EXHIBS BACKING DISABLED VETS SHORT

Exhib organizations are swing-ing behind mass bookings of "How

Exilib organizations are swinging behind mass bookings of "How
Much Do You Owe?," short sponsored by the Disabled American
Veterans which the industry both
made and is distributing. Theational Allied are urging their
members through letters and bulletins to play the briefie.
Special bulletin by Gael Snilivan, TOA exec director, asks all
members to book the short. Letter from William L. Ainsworth.
Allied prez, after making the same
pitch, declares "It is not a morbid
subject, but "a very entertaining,
interesting and instructive short,
which causes you to stop and think
of those boys, whom many have
forgotten, the Disabled American
Veterans."

Reps U.S. at Meets

Reps U.S. at Meets
Washington, Aug. 2
Chester A. Lindstrom, motion
picture chief for the U.S. Department
as the U.S. rep to two international film meetings this year.
Lindstrom will attend the 10th
International Exhibition of Cine
matographic Art at Venice. Aug.
11 to Sept. 1. Immediately afterward he will leave for Cannes for
the French International Film
Festival, scheduled Sept. 2-17.
Lindstrom will present the pictures
made by various Federal agencies.
Approximately 20 nations will
have entries at the festivals.

BRITISH QUOTA SYSTEM ON ROCKS

U. S. CAN'T GAIN **S REMITTANCES**

Reports from London that the entire British exhibition industry—including the three major circuits—is failing to meet the quota and that herculean behind-the-scenes efforts are now under way to sharply reduce the present 45% figure brought little joy to American distribs this week. Their attitude was a glum "We told you so." They saw it of ittle practical help to them. With J. Arthur Rank, Sir Alexander Korda and assorted indies producing nothing like the quantity of films needed to meet the quota, it appeared likely that Harold Wilson, prez of the Board of Trade, would be forced to introduce an amendment reducing the figure when Parliament convenes Oct. 18. In the meantime it will take a dip to 40% on Oct. 1 as a result of an earlier amendment. Yank filmites found satisfaction in the London reports to the extent that failure of the quota has proved their contention that a native picture industry cannot be artificially built and supported by government

their contention that a native pic-ture industry cannot be artificially built and supported by government decree. Beyond that there's not much joy, because the general eco-nomic situation in Britain appears so grim that there's little chance of getting a tilt in the \$17,000,000 in remittances which are permitted un-der the Anglo-U, S. agreement of March, 1948.

March, 1948.
Preliminary negotiations are slated to start toward the end of this year on revision of the pact for the second two-year period.

(Continued on page 20)

Earl St. John to Edit Rank Pix After O.O.ing Them at N.Y. Previews

Editing of pix on a wholesale scale will be personally handled by Earl St. John, head of J. Ar-thur Rank's Denham studios, when thur Mank's Dennam studios, when the production exec arrives in the U. S. on Aug. 15. St. John will sit in on a series of sneak previews held in American theatres to catch Yank audience reaction to the British offerings before he starts snipping. Most of the previews will be staged in New York houses.

houses.

Among the films waiting in the U. S. for his surgery are "History of Mr. Polly," filmization of the H. G. Wells novel; "Cardboard Cavalier." "The Perfect Woman" and "Passport to Pimlico." Last was produced by Sir Michael Balcon, others by St. John. Studio chief is bringing with him "The Gay Lady." played in England up.

chief is bringing with him "The Gay Lady." played in England un-der the label "Trottle True," which is also slated for his editing. Importation of a British film exec for previewing and editing chores represents something of a switch for the Rank office. For-merly, U. S. execs handled the job.

293-SEATER AS PART OF ST. LOO ROADHOUSE

St. Louis, Aug. 2.
Probably a film business first is taking place in this city. William Medart is installing a 293-seat flickery in his king-size roadside tavern located near Forest Park. With construction under way, Medart expects to have the art theater running in the fall.

are running in the fall.

Restarauteur is converting a glant toom originally intended as a rathskeller. Aside from that foom, he has a series of four other separate restaurants in the building which will continue as dineries. Medart expects to play British and foreign-lingo pix in the main. running in the fall.

Hughes' Crime Yarn

Hollywood, Aug. 2.

Howard Hughes bought "Eye Witness to a Murder," yarn based on an actual crime in San Diego, written by Tom Gwynne.

Picture will be made as a documentary, with Alfred Werker directing, at RKO.

RD's Film Reviews?

RD's Film Reviews?
Reader's Digest may shortly incept a film review department. Such an addition is seen in the picture industry as of vast importance, since the Digest, with its 8,000,000 circulation in this country and abroad has great influence.

The mag's editor saw Metro's "Battleground" last week and RD was impressed with the improved quality of film product, Digest does not regularly review books or other forms of entertainment.

N.Y. Lab Union Piqued at IA's Stall on Strike

A feeling of resentment to-wards their national union leader-ship flared up among eastern lab workers this week in the wake of a last-minute request from Richard F. Walsh, prexy of the Internation-ai Alliance of Theatrical Stage Em-ployees, to call off their strike set for Monday (1). Organized into lab teclinicians Local 702, 1,900 employees in 19 labs were on the verge of a walkout to pressure the companies into writing a new union pact with additional bene-fits.

fits.

Industry was laken off the strike hook after company execs pleaded with Walsh to persuade Local 702 to continue the negotiations which to continue the negotiations which were deadlocked for over a month. Attending an 1A meeting in Denver, Walsh phoned Local 702 prexy John L. Francavilla to postpone the walkout only a few hours before the anion's deadline on Friday afternoon (29). Rush orders were sent to the lab workers in New York and New Jersey to report to work Monday instead of the picket lines which had been planned.

Local 702 members were sur-

(Continued on page 23)

AB-PATHE, WB IN FILM DISTRIBS RESHUFFLE

London. Aug. 2.

Distribution reshuffle has been effected between Associated British-Pathe and Warner Bros. following talks between Sam Schneider and William Moffat.

As result, "The Hasty Heart," recently completed under the direction of Vincent Sherman, with Ronald Reagan and Patricia Neal as stars is to have British distribu-

Ronaid Reagan and Patricia Neal as stars, is to have Brilish distribution through AB-Pathe and will be handled in America and other parts of the world through WB. Originally it was to have had world distribution through WB. Further rearrangement will make "Stage Fright," now being completed by Alfred Hitchcock at Elstree, a Warner production with world release through that organization. Originally it was to have

regarding release inrough that organization. Originally it was to have been a WB release of an AB-Pathe production.

Walsh in L. A. On New IA Pact

Hollywood, Aug. 2.
Richard F. Walsh, prexy of the
International Alliance of Theatrical Stage Employees, has landed in
Hollywood to take part in negotiatiess feet.

cal Stage Employees, has landed in Hollywood to take part in negotiations for a new basic contract for the studio unions. Current three-year pact, covering approximately 15,000 employees in a dozen IA locais, expires Aug. 10.

Since early January, Roy Brewer, IATSE Coast rep, has been bargaining with studio exces for salary boosts under an annual wage-reopening clause. It was decided recently, however, to merge these talks in negotiations for a new general agreement. With studio production considerably revived over six months ago, IATSE leaders are expected to press hard for wage hikes plus the institution of a pension plan.

Walsh arrived in Hollywood from Denver where the IATSE exce board held its regular summer meeting last week. Board reviewed the effect of the foreign coin freezo on studio unemployment and moved to step up its organizational drive in the video field.

U. S. 'Lion's Share Grab,' Brit. Secrecy in Film Talks, Rapped by ACAT

Talks, Rapped by ACAT

London, July 26.

Outspoken comment on the first stage of the Anglo-American talks in Washington last April is made by George H. Elvin, general secretary of the Assn. of Cinematograph and Allied Technicians, in an editorial article in their official journal. The Cine-Technician.

"The meeting." he writes, "degenerated into discussions on the well-known pattern of big business carving up the territories of the world between them with no regard at all to native interests, and with the dominant partners, the Americans, reserving for themseives the lion's share."

Elvin says it's no wonder that the British reps placed the seal of secrecy on the proceedings and only through the American press has he been able to find out the exact nature of the proposals discussed.

The one welcomed feature is that

exact nature of the proposals dis-cussed.

The one welcomed feature is that the Board of Trade has apparently refused to bless the discussions. Of the meeting due next month, Elvin comments: "Only the regis-tering of a complete failure to agree at this meeting will preserve the remnants we still have of our own industry."

Bendix Will Ump

Hollywood, Aug. 2. Columbia will film "Kiii The Columbia will nim "Kill fine Umpire," basebail comedy starring William Bendix as the impire. Picture will be based on a slory by Harry Clork and James Hill. Studio is talking a one-picture deal with John Beck as producer.

Only Dillinger

Changes were ordered by the U. S. Secret Service in Eagle Lion's "Trapped," a Bryan Foy production. One of the scenes showed a Treasury Department operative using a criminal as a shield in a gun battle.

Flock of deals negotiated by Neil Agnew, prexy of the Motion Picture Sales Corp., on his recent Continental trip will stock the new distrib outfit with 13 foreignmade pix for release during 1949-50. Several of the pix, according to Agnew, will be produced by top European filminakers, including Roberto Rossellini and Marcel Pagnol, with American cests being used in some cases. MPSC, which, Agnew says, is currently opening branches in about eight major keys, pians to release the pix at the rate of one a month starting in September.

Rossellini, who previously entered several deals with U. S. interests which were not finalized, has agreed to make a picture in English starring the Italian actress. Anna Magnani, and an American name actress, as yet undetermined, under an old commitment to MPSC's Italian partner in the deal. Agnew also disclosed that Pagnol had agreed to make two or three pix for worldwide MPSC release. French producer will remake his "The Baker's Wife" (Continued on page 20)

R.&H. VEHEMENT ON NO 'BALI HA'I' FILM

Richard Rodgers and Oscar Hammerstein, 2d, say they will "cut anyone's throat" who tries to make a picture titled "Ball Hai." Aithough they recognize that title can't be copyrighted, they'il immediately bring legal action on the grounds of "unfair competition" to prevent anyone using the name of the song from their legit smash. "South Pacific." Hammerstein explains, "Our

smash, "South Pacific."
Hammerstein explains, "Ourpolicy of not selling the film rights
to our shows applies equally to
our songs. No one has approached
us for permission to use 'Bali Ha'i,'
but if anyone is planning a picture
of that name we want to stop it at
once, before they make any preparations or spend any money on the
project."

It was reported last week that

roject.

It was reported last week that
reposition the Alfred Hitch-It was reported last week that Transatiantic, the Alfred Hitch-cock-Sidney Bernstein indie unit releasing through Warner Bros., had registered the "Bali Ha'!" title with the Motion Picture Assn. of America.

ENGLISH PIX BIZ

FAVORS SLICE

criminal as a shield in a gun battle.

Department declared its operatives never use humans as shields.

Agnew Picks Up 13

Foreign-Made Pix

For MPSC Distrib

Flock of deals negotiated by Neil Agnew, prexy of the Motion Picture Sales Corp., on his recent Continental trip will stock the new distrib outfit will 13 foreign-made pix for release during 1949-50. Several of the pix, according to Agnew, will be produced by top furopean filmmakers, including Roberto Rossellini and Marcet Pagnol, with American cests being

London, July 26.

Important behind - the - scenes moves are taking place in the Fittens that a top figure of 331;76 is the utmost that can be supported either by studios or eshibs and there is strong feeling among some sections, notably theatre owners, in favor of cutting the figure to 25%.

Apart—from the fact that the heavy quota defaults which are taking place in the current year will be followed befaults which are taking place in the private in favor of cutting among some sections, notably theatre owners, in favor of cutting at five figure to 25%.

Apart—from the fact that the heavy quota defaults which are taking place in the current year will be followed by even more substantial defaults under the 40% quota, exhibitors have come to the conclusion that they can no longer alford to show poor British product merely to satisfy a legal obligation. It's the accepted view here that may be a strong feeling the followed by even more substantial defaults under the 40% quota, exhibitors have come to the conclusion that they can no longer alford to show poor British product merely to satisfy a legal obligation. It's the accepted view here that may be a strong feeling the followed by even more substantial defaults under the 40% quota, exhibitors have come to the conclusion that they can no longer alford to show poor British product merely to satisfy a legal obligation. It's the accepted view here that may be a strong from the fact that a top figure of 331,276 is the utmost that top figure of 331,376 is the ut

pinch.

Among the larger groups the drastic change in the situation during the past 12 months has led to a completely new attitude. In the latter part of last year there were a number of high-grade British films which were unquestionably outgrossing most American product, but the situation has now

Drive-Ins Get Tax Dept. Edge; 20% Payable On Per-Car, Not Per-Person

Per-Car, Not Per-Person
U. S. Treasury Dept. handed drive-in operators an unexpected break this week when the Government wing ruled that admission taxes can be based on a per-car rather than per-person basis. The ukase was aired in the form of a letter to Gael Sullivan, exec director of Theatre Owners of America, from R. J. Bopp. Acting Deputy Commissioner. It was made in response to an inquiry by Sullivan.
"If on a particular occasion," Bopp's letter said, "a drive-in the atre does not have an established price for a single admission, but does have a set charge for the admission of a group of persons occupying one car, regardless of the number of persons in the group, the set price made for the admission of the group is the established price of admission to the theatre on that occasion. Under such cirsion of the group is the established price of admission to the theatre on that occasion. Under such circumstances, the admission of a group of persons in a car constitutes one admission regardless of the number of persons in the group, and the tax is based on the established price of admission for the group.

established price of admission for the group.

"Where a drive-in theatre does not have an established price for a single admission on a certain night of each week and it charges \$1, inof each week and it charges \$1, including tax, for each car admitted regardiess of the number of occupants, the established price of admission to the theatre is 83c, and the total Federal admissions tax due thereon is 17c. The group of persons in each car may be admitted on one ticket."

Sullivan's quiz was sparked by considerable confusion on the subject. Practice of charging per-car rather than per-person is widespread among the ozoners.

ACTORS' UNION CANCELS FILM FLACK CONTRACT

FILM FLACK CUNTRACL

Moltywood, Aug. 2.

Screen Actors Guild cancelled its contract with the Screen Publicists Guild covering the employment of flacks by the thesp group. SPG recently notified SAG that its public relations director. Buck Harris, had been suspended for non-payment of dues.

SAG declared the original contract, signed in 1945, had been made when SPG was a member of the AFL and that the publicists violated the agreement when they went independent.

20th's 50% Buy-In on Odeon (Canada) May Presage Other Foreign Deals

Spyros P. Skonras will open nego-Spyros P. Skonras will open negotiations this week to buy a half-interest in J. Arthur Rank's Odeon Theatres of Canada is believed to presage a drive by American companies to pick up theatre holdings abroad, in the wake of the U. S. Government's divorce decree last week. Drive would be centered, of course, in hard currency areas such as Canada, in which there are no restrictions on remittance of profits.

Disclosure that 20th-Fox prez chain, Skouras also hopes to buy

Theatres of Canada is believed to presage a drive by American companies to pick up theatre holdings abroad, in the wake of the U. S. Government's divorce decree last week. Drive would be centered of course, in hard currency areas such as Canada, in which there are no restrictions on remittance of profits.

Huddles between Rank and Skouras will tee off Thursday (4), when 20th general counsel Otto E. Koegel arrives in London from New York. In addition to bidding

for a partnership in the Canadian chain, Skouras also hopes to buy from Rank a showcase house in London's West End. Theatre will probably be the Odeon Leicester Square.

What 20th has offered for the theatres has not been revealed. It is believed certain, though, that if the deal goes through, 20th will undoubtedly use its frozen pounds in England to finance the purchase.

Odeon houses.

Sitting in on the negotiations with Rank will be John Davis, the British magnate's chief aide, and G. I. Woodham-Smith, his legal counsel. Huddles are expected to constitute the last business for Skouras abroad. He will return to the homeoffice as soon as they are completed.

Great! And The Industry Is W GROW-AND GROW-AN

Released just this week—but already it holds the record for more signed contracts than any Ladd hit in history. That's proof showmen know the right picture for a top star when they see it. Strong results all the way down the line in first engagements—spearheaded by a tremendous N. Y. Paramount run. Yes, the boxoffice jackpot will grow—and grow—and grow because, as the N. Y. Herald Tribune says:

"Its savage pace is irresistible!"

Alan Ladd · Betty Field · Macdonald Carey · Ruth Hussey · Barry Sullivan · Howard Da Silva in "THE GREAT GATSBY" with Shelley Winters · Produced by Richard Maibaum · Directed by Elliott Nugent · Screenplay by Cyril Hume and Richard Maibaum · From the Novel by F. Scott Fitzgerald and the play by Owen Davis



ching It ROW!

Great Batsby

GREAT PARAMOUNT GOLD RUSH HIT!

On Every Screen In The Land, During Paramount Week SEPT, 4-10



L.A. Spotty; 'Lining' Smart \$54,000, 'Touch' Soft 33G, 'Gatsby' Good 34G, 'Wanted' Nice 37G, 'Tears' Low 20G

Los Angeles, Aug. 2.

Overall firstrun pace here this week is pot too forte, biz ranging from hearty to very slim. Topping new bills is "Silver Lining," with smart \$54,000 or near in three theatres. "Mr. Soft Touch" looks okay \$33,000 or under in two houses while "Great Gatsby" is heading for good \$34,000 in two Paramount theatres.
"Not Wanted" looks to do neat \$37,000 in six spots but "Blue Lagoon" is reaching only medium \$24,000 in four sites. "Too Late For Tears" is scraping bottom at \$20,000 or less in four locations. Reissue package of "Never Give Sucker a Break" and "Bank Dick" is fancy \$5,500 at Esquire. Holdovers are sliding off sharply with "Any Number Play" only \$24,500 in second round, three sites, and "My Everything" off to \$29,000 in four houses, second frame.

Estimates for This Week

Estimates for This Week

Estimates for 1nis week
Beverly Hills, Downtown, Hawaii,
Hollywood Music Halls (Prin-Cor)
(834; 902; 1,106; 512; 55-\$1)—"Too
Late for Tears" (UA). Slight
\$20,000 or under. Last week, "Africa Screams" (UA) (3d wk-5 days),
fancy \$13,300.

Iancy \$13,300.
Chinese, Loew's State, Loyola, Uptown (FWC) (2,048; 2,404; 1,248; 1,719; 60-\$1)—"You're My Everything" (20th) and "Templation Harbor" (Mono) (2d wk). Down sharply to \$29,000. Last week, good \$52,500.

good \$52,500.

Downtown, Hollywood, Wiltern (WB) (1,757; 2,756; 2,344; 60-\$1)—
"Look For Silver Lining" (WB). Hearty \$54,000 or near. Last week, "Girl Jones Beach" (WB) (2d wk), better than hoped at fine

22d wk), better than hoped at fine \$23.300.

Egyptian. Los Angeles, Wilshire (FWC) (1,538; 2,097; 2,296; 60-\$1)

"Any Number Play" (MG) (2d wk). Off to \$24.500. Last week, good \$49,000.

Orpheum (D'town) (2,210; 60-\$1)

"Not Wanted" (FC) and "Loveable Cheat" (FC). Good \$19,000 here, with \$37,000 in 6 day-daters. Last week, "Reign Terror" (EL) and "Sleeping Car Trieste" (EL) (2d wk-4 days)-33,100 here with \$8,800 in 5 sites.

Pantages, Hillstreet (RKO) (2,812; 2,890; 50-\$1)—"Mr. Soft Touch" (Col) and "Barbary Pirate" (Col). Okay \$33,000. Last week, "Doolins Oklahoma" (Col) and "Devil's Henchman" (Col-, mild \$29,000.

Los Angeles, Hollywood Parameter (EMM) (2,900.)

**Sey000.

Los Angeles, Hollywood Paramounts (F&M) (3,398; 1,451; 60-51) — "Great Gatsby" (Par) and "Ringside" (SG) (LA only). Good \$34,000. Last week, "Manhandled" (Par) and "Special Agent" (Par), slim \$21,700.

United Artists, Ritz, Studio City, Vogue (UA-FWC) (2,100; 1,370; 880; 885; 60-\$4))—"Blue Lagoon" (U) and "Hold That Baby" (Mono). Medium \$24,000. East week, "Calamity Jane" (U) and "Mississippl Rhythm" (Mono) (2d wk), only \$9-900.

1900 | Esquire (Rosener) (685; 84-\$1.20) | —"Newer Give Sucker Break" (U) and "Bank Dick" (U) (reissues). Strong \$5,500. Last week, Canterbury Tale" (EL) and "Woman in Hall" (EL) (2d wk), \$2,300. Fine Arts—(FWC) (679; \$1.20.40)—"Red Shoes" (EL) (31st wk). Nice \$5,500. Last week, \$6,300. Four Star (UA-WC) (900; 74-\$1) | —"Edward, My Son" (M-G) (5th wk), Mild \$3,000. Last week, \$3,800.

\$3.800. Laurel (Rosener) (890; 85) — "Quartet" (EL) (10th wk). Good \$5,500. Last week, \$6.000.

'Lining' Only Big New Pic In Denver, Lofty \$11,000

Denver, Aug. 2.
Dog races and ball games are blamed for slow theatre trade here this week. Big exception is "Silver Lining," big at Broadway "Calamity Jane" shapes slight in three houses.

fly Jane" shapes slight in houses.

Estimates for This Weel Broadway (Wolfberg) (1.50 Al—"Silver Lining" (WB \$11.000, Holds, Last week, "(EL) (44t wk-5 days), \$3.000 Denham (Cockrill) (1.750; —"Manhandled" (Par) and cial Agent" (Par). Thin Last week, "Sorrowful (Par) (4th wk), \$6.509.

Denver (Fox) (2.52f. "Calamity Jane" (U) and San Francisco" (Rep), with Esquire, Webber, Sli

San Francisco" (Rep). with Esquire, Webber. Sl 000. Last week, "Champi (Continued on page

Key City Grosses

Estimated Total Gross
This Week ... \$2.567,000
(Based on 24 cities, 199
theatres, chiefty prist runs, including N. Y.).
Total Gross Same Week
Last Year ... \$2.776,000
(Based on 23 and 214
theatres).

Day Ups 'Quietly' Great 36G, Cleve.

Cleveland, Aug. 2.
With Dennis Day's stage show
providing the jet propulsion behind "Follow Me Quietly," the
Palace's combo is soaring to the
b.o. heights. Weekend biz was
whammo. "Sorrowful Jones" at
State and "Silver Lining" at Hipp
are doing well doing well.

State and "Silver Lining" at Hipp are doing well.

Estimates for This Week
Allen (Warners) (3.000; 55-70)—
Little Chickadee" (U) and "Bank
Dick" (U) (reissues). Big \$11.000.
Last week, "Tarzan's Magic Fountain" (RKO), \$9,500.

Esquire (Community) (704; 50-70)—
"Lost Boundaries" (FC) (2d wk).
Still great at \$13,000. following sock first week at \$15,000.
Hipp (Warners) (3,700; 55-70)—
"Look for Silver Lining" (WB).
Extra good \$23,000. Last week, "We Were Strangers" (Col), anemic \$14,500.
Ohio (Loew's) (1,200: 55-70)—
"Sleeping Car Trieste" (EL). Ordinary \$5,000. Last week, "Secret Garden" (M-G) (2d wk), fine \$5,-200.
Palace (RKO) (3,300: 55-85)—
"Sellem MacColine (10,00)

200.
Palace (RKO) (3,300; 55-85)—
"Follow Me Quietly" (RKO) with Dennis Day topping stageshow. Smash \$36,000, purely as result of radio star's pull. Last week, "Doolins of Oklahoma" (Col), oke \$14,000.

"Doolins of Calmina" \$14,000. State (Loew's) (2,700; 55-70)— "Sorrowful Jones" (Par). Big \$23.-000. Last week, "Forbidden Street" (20th) plus Larry Parks and Betty Garrett onstage, very bullish \$37,-

500.
Stillman (Loew's) (2,700; 55-70)
—"One False Step" (U), Average
\$6,500. Last week, "Late for Tears"
(UA), fairly good \$8,000.

Soaring Mercury Tilts D.C.; 'Summertime'-Vaude Sock \$32,000, 'Lining' 18G

Sock \$32,000, 'Lining' 186

Washingtori'. Aug. 2.
Sizzling heat is proving a boon to mid town exhibs. Thousands of government workers, dismissed early each torrid day from non-cooled offices, have beat a path to the air-conditioned theatres. 'Good Old Summertime' at Capitol. looms as current champ, with ''Look for Silver Lining' at the Warner and ''Lady Gambles' at RKO Keith's next best.

Estimates for This Week Capitol (Loew's) (2,434; 44-85)—Good Old Summertime' (M-G) plus vaude. Sock \$32,000. Last week, ''Calamity Jane' (U) plus vaude, thin \$18,000.

Keith's (RKO) (1,939; 44-80)—Keith's (RKO) (1,939; 44-80)—Keith's (RKO) (1,939; 44-80)—Little (Lopert) (283; 50-74)—Bank Dick' (Indie) and ''My Little Chickadee' (Indie) (reissues). 50-74)—Bank Dick' (Indie) and ''My Little Chickadee' (Indie) (reissues). Terific \$6,000 for this small-seater with interest centered on late W. Fields. Last week, subsequentrun operation.

metropolitan (WB) (1,163; 44-74)
—"Red Menace" (Rep). Fine \$8,000. Last week "Not Wanted" (FC),

| 10. Last week "Not Wanted" (FC) | 12. So. 50. |
| 12. So. | 12.

'Menace' Nice \$7,000 In

Montreal, Aug. 2.

Republic's "Red Menace," with plenty of advance promotion, looks one of best newcomers at Imperial. "House of Strangers" shapes good at Capitol.

Estimates for This Week

Loew's (C.T.) (2,855; 40-65) — "Edward, My Son" (M-G) (2d wk), Oke \$8,000 following strong first at \$14,500.

ORe \$6,000 forlowing strong into at \$14,500.

Capitol (C.T.) (2,412; 34-60) — House of Strangers" (20th). Good \$13,000. Last week, "Pride of Yankees" (RKO) (reissue], \$13,500. Any Number Play" (M-G). Okay \$15,000. Last week, "Beautiful Blonde" (20th), \$12,000.

Princess (C.T.) (2,131; 34-60) — Streets Laredo" (Par). Big \$14,-000. Last week, "Undercover Man" (Col) 12d wk), \$7,500.

Imperial (C.T.) (1,839; 26-45) — "Red Menace" (Rep) and "Home San Antone" (Rep) Nice \$7,000. Last week, "Homicide" (WB) and "Night Unto Night" (WB), \$6,500.

Orpheum (C.T.) (1,040; 34-60)—

Night Unto Night" (WB), \$6,500.
Orpheum (C.T.) (1,040; 34-60)—
"Crooked Way" (UA) and "Crime
Doctor's Diary" (UA). Fat \$6,000.
Last week, "Africa Screams" (UA)
and "Gay Amigos" (UA), (3d wk),
big \$4,500.

'Splendor'-'Island' Smash 20G, Philly

Philadelphia, Aug. 2.
Musicals continue to get a heavy play from local patrons. Exception to this trend is the preem of "Savage Splendor"-"Seal Island," given smart campaign, this combo is doing smash week at the Stanton. Otherwise, firstruns are in the summer doldrums.
"Great Gatsby" is doing fine at Karlton in view of size of house. "Too Late for Tears" looms distinctly disappointing at the Stanley.

"Too Late for Tears" looms distinctly disappointing at the Stanley.

Estimates for This Week
Aldine (WB) (1,303; 50-99)—"Red
Menace" (Rep). Modest \$9.000 or near. Last week, "Gunga Din"
(RKO) and "Lost Patrol" (RKO)
reissues) (2d wk), fast \$10,000.

Boyd (WB) (2,360; 50-99)—"Girl
Jones Beach" (WB) (2d wk). Down to \$10.000 after fair \$16.500 opener.
Earle (WB) (2,700; 50-99)—"Streets Laredo" (Par) (2d wk).
Sagging to mild \$9.500 after moderate \$15.000 opener.
Karlton (Goldman) (1,000; 50-99)—"Great Gatsby" (Par). Fine \$16.000 or near. Last week, "Illegal Entry" (U), mild \$9.000.

Mastbaum (WB) (4.360; 50-99)—"Silver Lining" (WB) (2d wk). Holding to good \$19,000 after big \$28.000 first week.

Stanley (WB) (2,950; 50-99)—"Too Late For Tears" (UA). Thin \$14.500. Last week, "Sorrowful Jones" (Par) (4th wk), solid \$12,000.

Stanton (WB) (1,475; 50-99)—"Savage Splendor" (RKO) and "Seal Island" (RKO). Sparkling promotion with excellent tie-ups in producing a giant \$20,000, particularly strong in view of weather and size of house. Last week, "Big Cat" (EL) and "Special Agent" (Par), fair \$10.000.

PARKS UPS 'OUTPOST' GIANT \$40,000. ST. LOO

GIANT \$40,000, ST. LOO

St. Louis, Aug. 2.

With Larry Parks and Betty
Garrett heading a sock vaude show
plus "Outpost in Morocco." second
vaudfilm bill to play at Loew's in
nearly two decades is crashing
through to terrific total this week.
Combo is duing nearly twice as
much as big straight-film weeks at
house. "Girl From Jones Beach,"
only other newcomer, is doing
nicely at the Missouri. Cool Canadian breezes have broken the long
hot spell here.

Estimates for This Week
Ambassador (F&M) (3,000; 50-75)

—"The Fountainhead" (WB) and
"Mother is a Freshman" (20th) (2d
wk). Holding at \$9,000, after mild
\$10,000 initial session.

Loew's (Loew) (6,172; 50-85)

"Outpost in Morocco" (UA) and
Larry Parks, Betty Garrett topping
stageshow. Wow \$40,000. Last
week, "Good Old Summerttime"
(M-G) and "Daring Caballero"
(MA) huge \$29,000.

Missourt (F&M) (3,500; 50-75)

"Girl Jones Beach" (WB) and
"Green Promise" (RKO) Nice \$15000. Last week, "Red Menace"
(Rep) and "Bad Boy" (Mono), \$9,000.

St. Louis (F&M) (4,000; 50-75)

St. Louis (F&M) (4,000; 50-75)

Menace' Nice \$7,000 In Mont'l.; 'Strangers' 13G Bally Helps 'Happy' Socko \$21,000, Det.; 'Brave' Big 25G, 'Lining' 28G, 2d

Broadway Grosses

Estimated Total Gross
This Week ... \$536,700
(Based on 18 theatres)
Last Year ... \$618,000
(Based on 15 theatres)

'Ribbon' Preem Wow \$21,000, K.C.

Kansas City. Aug. 2.
RKO opened its refurbished Missouri theatre last week, adding another downtown firstrun house here. World preem of "She Wore Yellow Ribhon" added up to whopping \$21,000. Other new films are lightweight. "Any Number Can Play" at Midland and "Silver Lining" at Paramount are turning in strong seeond weeks. Cooler weather for weekend is helping.

Estimates for This Week

Estimates for This Week

Estimates for This Week
Esquire (Fox Midwest) 3220; 4565)—"Bad Boy" (Mono) and "Incident" (Mono). Just over average
at \$4,000. Last week house was in
combo with Apollo for "Red
Menace" (Rep) and "Hide Out"
(Rep), nice \$7,000.

Kimo (Dickinson) (550; \$1.20.

Extra week, bloss" (EL) (15thfinal wk). Winds up record run
with pleasant \$2.400. Last week,
about same. Fifteen weeks hit
close to \$45.000, phenomenal figure
for this arty house.

Midland (Loew's) (3,500; 45-64)
—"Any Number Play" (M-G) and
"Secret Saint Ives" (Col) (2d wk).
A winner at \$11,000. Last week,
\$19,000.

Missourl (RKO) (2,650; 45-65)—

A winner at \$11,000. Last week, \$19,000.

Missouri (RKO) (2,650; 45-65)—
"Wore Yellow Ribbon" (RKO).
Opened the renewed house, formerly Mainstreet, with pa.'s by Jane Russell, Alan Hale, Gordon MacRae, George O'Brien, Ben Johnson and Harry Carey, Jr., on first two days. Terrific \$21,000 looms and sure holdover. Last week, shuttered.
Paramount (Par) (1,900; 45-65)—
"Silver Lining" (WB) (2nd wk).
Handsome \$10,000. Last week, strong \$16,000.

Roxy (Durwood) (900; 45-65)—
"It Ain't Hay" (Indie) and "Behind the Eight Ball" (Indie) reissues).
Average \$3,000. Last week, "Lonesome Pine" (Par) and "Geronimo" (Par) (reissues). \$4,000.

Tower - Uplown - Fairway (Fox Midwest) (45-65; 2,100, 2,043, 700)—
"Calamity Jane" (U), Silm \$12,000. Last week, "House of Strangers" (20th), \$12,500.

New Films Boost Cincy: Everything' Hep \$16,000. 'Summertime' Lush 14G

Cincinnati. Aug. 2.
All downtown houses are sharing in a midsummer jackpot induced by an extra splurge of new bills and a stageshow added to the Albee, city's biggest seater. Sharp biz bulge is in the face of sizzling heat. Current top grosser ls. "Follow Me Quietly" with Dick Continuit topping stageshow at Albee, where big. "You're My Everything" is hefty at Palace while "Good Old Summertime" shapes solid at Capitol.

Estimates for This Week

solid at Capitol.

Estimates for This Week
Albee (RKO) (3,100: 55-94)—
"Follow Me Quietly" (RKO) plus
Dick Contino unit on stage. Excellent \$25.000. Last week,
"Streets of Laredo" (Par) and
"Blondie's Big Deal" (Col), solid
\$12,000 at 55-75c, scale.

Capitol (RKO) (2,000: 55-75)—
"Good Old Summertime" (M-G),
Rosy \$14,000. Holds, Last week,
"Any Number Play" (M-G) (2d
wk), \$8,500.

Grand (RKO) (1400-85.75)

Detroit, Aug. 2
Aided by preem fanfare with pix stars and street dancing, "Love Happy" looks to hit smash total at the Palms this week. Holdover of "Home of Brave" and "Look for Silver Lining" still are getting a big play. Convention of Michigan State Legionnaires is figured a favorable factor.

Estimates for This Week
Fox (Fox-Mich) (5,000; 70-95)—
"House of Strangers" (20th) and "Lone Wolf Lady" (Col) (2d wk). Pair \$22,000. Last week, \$26,000. Michigan (United Detroit) (4,000; 70-95)—"Sliver Lining" (WB) and "Hellifre" (WB) (2d wk). Bright \$28,000. Last week, \$34,000. Palms (UD) (2,900; 70-95)—"Love Happy" (UA) and "Night Unto Night" (UA). Very big \$21,000. Last week, "Never Give Sucker Break" (Indie) and "Bank Dick" (Indie) reissues) dull \$8,000.

United Artists (UD) (2,000; 70-95)—"Lowe of Brave" (UA) and "Singing Dude" (UA) (2d wk). Solid \$25,000. Last week, \$33,000. Madison (UD) (1,800; 70-95)—"Desperadoes" (Col) and "Renegades" (Col) (reissues). Oke \$14-000. Last week, "Red Menace" (Rep) and "Fighting Fools" Mono,

2000. Last week, "Red Menace" Rep) and "Fighting Fools" (Mono),

Balto Brisk After Heat Leaves; 'Lining' Topper, **\$16,000, 'Everything**' 11G

Break in torrid temperatures lifted weekend biz into considerably better action than on downtown front of late, and figures are taking an upward spurt. In best position is the Stanley with "Look For Silver Lining" with enough to top town. "Too Late For Tears." at Century is fairish. "You're My Everything," at the New is going into second round after fast opening session.

ing session.

Estimates for This Week
Century (Loew's-UA) (3,000; 20-60)—"Too Late For Tears" (UA).
Fairish \$12,000. Last week "Any Number Play" (M-G), good \$23,000

Fairish \$12,000. Last week. "Any Number Play" (M-G), good \$23,000 in 12 days.

Hippodrome (Rappaport) (2,240; 20-70)—"Lucky Stiff" (RKO) plus vaude. Average \$13,000. Last week. "Roughshod" (RKO) and vaude, \$12,800.

Keith's (Schanberger) (2,460; 20-60)—"One False Step" (Ut. Just okay \$9,000. Last week, "Calamity Jane" (U), only \$6,800.

Mayfair (Hicks) (908; 20-65)—"Red Menace"; (Rep.) Strong selling but mild \$4,500 looms. Last week, "Champion" (UA) (4th wk), okay \$5,900.

Stanley (WB) (3,280: 25-75)—"Silver Lining" (WB). Rosy \$16,000, to top town. Last week. "G-Men" (WB) (reissue) dim \$6,400.

New (Mechanic) (1,800; 20-60)—"You're My Everything" (20th) (2d wk). Starting second round today (Tues.) after fast \$11,000 opener.

Town (Rappaport) (1,500; 35-65)—"Happened One Night" (Col) and "Girl Friday" (Col) (reissues. Mild \$7,000. Last week, "One Woman's Story" (RKO), fair \$8,200.

"Savage'-Tsland' Tees Off

'Savage'-'Island' Tees Off With Record Philly Line

"Follow Me Quietly" (RKO) plus Dick Contino unit on stage. Excellent \$25,000. Last week. "Streets of Laredo" (Par) and "Blondie's Big Deal" (Col), solid \$12,000 at 55-75c. scale.

Capitol (RKO) (2,000: 55-75)—
"Good Old Summertime" (M-G). Rosy \$14,000. Holds. Last week. "Any Number Play" (M-G) (2d wk), \$8,500.

Grand (RKO) (1,400: 55-75)—
"Sand" (20th). Okay \$7,500. Last week. "Red Menance" (Rep., \$5,500. Keith's (City Inv.) (1,542: 55-75)—
"Massacre River" (Mono). Strong \$12,500. Last week. "Take False Step" (U) and "Jassy" (U, \$7,500. Last week. "Silver Lining" (WB) and "Special Agent" (Par) Hefty \$16,000. Shubert (RKO) (2,100: 55-75)—
"You're My Everything" (20th) and "Homicide" (WB). Hefty \$16,000. Shubert (RKO) (2,100: 55-75)—
"Silver Lining" (WB) and "Special Agent" (Par) Imo. Favorable \$6,500. Last week. "House of Strangers" (20th) and "Lone Wolf Last" (Col) (m.o.), \$4,000,

Humidity Hits Chi; 'Dan Patch' Trim \$13,000, Hope, With Blair-Blackburn Twins Added, Sock 60G, 'Sinner' 17G

Chicago, Aug. 2.

The Chicago is still going great guns with "Sorrowful Jones," in second week, with new stage layout topped by Janet Blair and Blackburn Twins. Fancy \$60,000 looms. Andrews Sisters dropped out of show because of Patti Andrews' illness after one week. Newcomers are being wilted by the humid weather which has blank-ted the town for over a week. Even the drive-ins are suffering. "Movie Crazy" at Garrick should hit bright \$11,000. World brought in W. C. Field oldies, "Bank Dick" and "Little Chickadee" and nifty \$4.500 looms. "Great Dan Patch" looks sturdy \$13,000 at Roosevelt. "Great Sinner" is nice \$17,000 at United Artists. Oriental, with "We Were Strangers" and Lassie, Stan Jones, and Penny Singleton, rates okay \$35,000 for second frame. Third week of "Champion" at Woods shapes bright \$20,000.

Estimates for This Week

Estimates for This Week

Estimates for This Week
Chicago (B&K) (3.900; 50-98)—
"Sorrowful Johes" (Par) (2d wk)
with Janet Blair and Blackburn
Twins on stage. Socko \$60,000.
Last week, with Andrews Sisters
heading stage bill, smash \$73,000.
Garrick (B&K) (900; 50-98)—
"Movie Crazy" (Indie) (reissue).
"Movie Crazy" (Indie) (reissue).
Excellent \$1,000. Last week, "Red
Stallion Rockies" (EL) and "Big
Jack" (M-G) (2d wk), \$5,000.
Grand (RKO) (1,500; 50-98)—
"Cobra Woman" and "White Savage" (I) Weissues). Okay \$10,000.
Last week, "House of Strangers"
(20th) (3d wk), nice \$7,500.
Oriental (Essaness) (3,400; 50981—"We Were Strangers" (Col)
with "Lassie," Penny Singleton, in
person. Trim \$35,000. Last week,
\$47,000.
Paleze (BKO) (7,500. 50.98).

History (17,000; 50-98)— Falace (RKO) (2,500; 50-98)— Sand" (20th) and "Forbidden Street" (20th) (2d wk-3 days) and My Gal Sal" and "House on 92d St." (20th) (reissues) (4 days). Light \$9,000. Last week, "Sand" and

St. '20th) (reissues) (4 days). Light \$9.000. Last week, "Sand" and "Street" mild \$15,000.

Rialto (Indie) (1,700; 50-98)—"Wild Weeds" (Indie) (3d wk).
Passable \$7,500. Last week, \$8,000.
Rossevelt (B&K) (1,500; 50-98)—"Great Dan Patch" (UA). Sturdy 13,000. Last week. "Nick Beal" (Parl and "Crooked Way" (UA) (2d wk).

god \$10,000.

Selwyn (Shabert) (1,000; \$1.20-\$2.40)—"Red Shoes" (EL) (31st wk). Down to \$2,500. Last week, oke \$3,300.

State-Lake (B&K) (2,700; 50-98)—"Fountainhead" (WB) (2d wk).
Drab \$13,000. Last week, oke \$18,-000.

000.

United Artists (B&K) (1,700; 50-98.—'Great Sinner' (M.-G). Pert \$17,000. Last week, "Geronimo" (Par) and "Lonesome Pine" (Par) (reissues) (2d wk), \$10,000.

Woods (Essaness) (1,073; 98)—"Champion" (UA) (3d wk). Should hold to \$20,000. Last week, socko \$28,000.

hold to \$20,000. Last week, socko \$28,000. World (Indie) (587; 80)—"Bank Dick" and "My "Little Chickadee" (U) 'freissues). Nifty \$4,500. Last week, "La Traviata" and "Night of Love" (Col) (reissues) (3d wk), \$3,-

'WINDOW' BEST BET IN SLOW INDPLS., 10G

Firstrun biz is drooping here again this week. Home stand of first place ball club opening over weekend and other outdoor competish are making it tough. "Window" is top grosser and okay at the Circle. "Lady Gambles" at Indiana and "We Were Strangers" at Loew's both are considerably below par.

Testimates for This Week

Estimates for This Week

Circle (Gamble-Dolle) (2,800; 44-65)—"Window" (RKO) and "Adventure Baltimore" (RKO). Okay

10,000. Last week, "Bride Vengeance" (Par) and "Nick Beal"

(Par). \$8,000.

Indiana (G-D) (3,300; 44-65)—
"Lady Gambles" (U) and "Rusty
Sayes Life" (Col). Very slow \$8.-000.

Life week, "Streets Laredo"

\$11,000.

Loew's (Lamich (2,48).

oaves Life" (Col), Very slow \$8, (Par) and "Strong \$12,000. Last week, "Streets Laredo" \$11,000. Last week, "Streets Laredo" \$10,000. Last week, "Col), Oke \$10,000. Last week, "Lady Gambles" (U) and "One Woman's Crime Doctor's Diary" (Col). Teplatch" (UA) and "Lucky Stiff" Lyrie (G-D) (1,600; 44-65)—"Set (RKO), and "Arctic Rigal Ent), and "Arctic Manhunt" (U), ditto.

Estimates Are Net

Film gross estimates as reported herewith from the various key cities, are net, i.e., without the 20% tax. Distributors share on net take, when playing percentage, hence the estimated figures are net income.

estimated figures are net in-come.

The parenthetic admission prices, however, as indicated, include the U. S. amusement

Ink Spots Boost 'Caught' 26G, Prov.

Providence, Aug. 2.
With the Ink Spots topping stage-show at upped scale, State's b.o. has been rising with the tempera-ture. "Caught" is the picture on bill. Tops hereabouts will be Ma-jestic's "House of Strangers," with strong session.

Estimates for This Week

Albee (RKO) (2,200; 44-65)—
"Dumbo" (RKO) and "Saludos Amigos" (RKO) and "Saludos Migos" (RKO) ressues). Healthy \$12,000. Last week, "Mighty Joe Young" (RKO) and "Alimony" (RKO) (2d wk), solid \$12,500.

Fay's (Fay) (1,400; 44-65)—"Barbary Coast" (Indie) and "Cowboy and Lady" (Indie) (reissues). So-so \$5,500. Last week, "Red Menace" (Rep) and "Castaway" (Indie), fair \$6,000.

\$6,000.

Majestic (Fay) (2,200; 44-65)—
"House of Strangers" (WB) and
"Leave To Henry" (Mono). Strong
\$14,000. Last week, "Colorado Territory" (WB) and "Mississippi
Rhythm" (Mono), \$15,000.

State (Loew) (3,200; 60-85)—
"Caught" (M-G) and Ink Spots onstage. Hot \$26,0000. Last week,
"Stratton Story" (M-G) (2d wk),
big \$16,000.

Strand (Silverman) (2,000)

Dig \$10,000.

Strand (Silverman) (2,200; 44-65)

"Doolins of Oklahoma" (Col) and
Air Hostess" (Col). Fairly nice
\$9,000. Last week, "Lonesome
Pine" (Par) and "Geronimo" (Par)
(reissues). good \$7,500.

Frisco Cool, Biz Torrid; 'Beach' Rousing \$24,000, Strangers' Fat 16G, 2d

San Francisco, Aug. 2. San Francisco, Aug. 2.

Biz looms brighter here as dull weather is putting a damper on outdoor activity and conventions brighten the local scene. "Girl From Jones Beach" is proving so solid at the Paramount it will be held over. "Johnny Stool Pigeon" is okay at the Orpheum. Elsewhere it is largely holdover but these are holding up strongly.

Estimates for This Week

noiding up strongly.

Estimates for This Week
Golden Gate (RKO) (2,844; 60-85)
—"Not Wanted" (FC) and "Missis-sippi Rhythm" (Mono) (2d wk),
Down to \$9,000. Last week, fine

\$16,000. Fox (FWC) (4,651; 60-95) — "House of Strangers" (20th) and "Forbidden Street" (20th) (2d wk). Holding to solid \$16,000. Last week, \$22,500.

week, \$22,500.

Warfield FWC) (2,656; 60-85)—

"Good Old Summertime" (M-G)
and "Temptation Harbor" (Mono)
(2d wk). Nice \$15,000. Last week,
sock \$21,500.

sock \$21,500.

Paramount (Par) (2,646; 60-85)—
"Girl Jones Beach" (WB) and "One
Last Fling" (WB). Hefty \$24,000.
Holds. Last week, "Stratton Story"
(M-G) and "Daughter of West"
(FC) (3d wk), still good at \$12,000.

St. Francis (Par) (1,400; 60-85)—
"Wizard of Oz" (M-G) (reissue)
(2d wk). Strong \$12,000. Last
week, \$17,000.

'Neptune' Nifty \$16,000,

Toronto; 'Menace' 11G
Toronto, Aug. 2.
With current heat wave, "Neptune's Daughter" is leading on town's take with sock biz. Nothing startling here otherwise excepting 'Red Menace," sturdy in four spots. spots.
Estimates for This Week

Downtown, Glendale, Scarboro, State (20th (1.059, 955, 698, 694; 36-60)—"Red Menace" (Rep) and "Leave To Henry" (Mono), Neat \$11,000, Last week, "Bad Boy" (Mono) and "Tuna Clipper" (Mono), \$9,000.

(Mono) and "Tuna Clipper" (Mono), \$9,000.

Imperial (FP) (3.373: 40-70) —

"Lust for Gold" NSH \$9,500. Last week, "Sorrowful Jones" (Par) (4th wk), about same.

Loew's (Loew) (2.096: 40-70) —

"Neptune's Daughter" (M-G). Sock \$16,000. Last week, "Champion" (M-G) (2d wk). good \$8,500.

Odeon (Rank: (2.390: 35-\$51.20) —

"Home Brave" (UA) (2d wk). Hefty \$10,000 after last week's \$13,000.

Shea's (PP) (2.386: 40-70) —

"Great Gatsby" (Par). Okay \$9,500.

Last week, "Girl Jones Beach" (WB) (2d wk), \$8,000.

Towne (Taylor) (690: 40-70) —

"Mr. Polly" (EL). Fine \$4,000. Last week, "Paisan" (Indie) (9th wk), \$2,500.

University (FP) (1,556; 40-60) —

\$2.500.

University (FP) (1.556; 40-60)—

"Fountainhead" (WB), Good \$6,-000. Last week, "Forbidden Street" (20th), \$4,500.

Uptown (Loew) (2,743; 40-70)—
"Take False Step" (U). Modest \$7,000. Last week, "Phantom of Opera" (U) and "Climax" (U) (resissues), \$4,500.

Vaude Ups 'Judge' Wham 25G, Mpls.

Minneapolis, Aug. 2.
Vaudeville's debut is ringing the
biz bell loudly for the Orpheum.
With "Judge Steps Out," house is
way out ahead with smash session.
Among major film newcomers,
"Stratton Story" is standing up
best at Radio City. "Outpost in
Morocco" looms mildish at State.
Estimates for This Week
Century (Par' (1,600; 50-70)—
"Sorrowful Jones" (Par') (m.o.)
Fine \$7,000. Last week, "Wizard
of Oz" (M-G) (reissue), very good
\$7,500.

\$7,500.

Radio City (Par) (4,000; 50-70)—
"Stratton Story" (M-G), Good \$15,000. Last week, "Sorrowful Jones"
(Par) (2d wk), big \$13,000.

RKO-Orpheum (RKO) (2,800; 5585)—"Judge Steps Out" (RKO)
and vaude, The long heralded vaudeville is making everybody happy, with a giant \$25,000 looming. Last week, "Doolins of Oklahoma" (Col), fair \$9,000 at 50-70c scale.

noma (Col), fair \$9,000 at 50-70c scale.

RKO-Pan (RKO) (1,600; 50-70)

—'Cover Girl' (Col) and "You Were Never Lovelier" (Col) (reissues). Fair \$7,000. Last week, "Massacre River" (Mono) and "Leave To Henry" (Mono), light \$5,000.

\$5,000.

State (Parr 72,300; 50-70)—"Outpost Morocco" (UA). Solid \$12,000 or near. Last week. "Great Dan Patch" (UA), below hopes but \$12,000 is still plenty good.

World (Mann) (400; 50-70)—
"Dulcimer Street" (U). Good \$3,000. Last week. "Red Menace" (Rep.) \$2,800.

Hub Heat Hurts Biz; 'Number' Not Loud

\$30,000, 'Lining' OK 20G, 'Beach' 17G

B'way Goes for 'Stable,' Terrif 47G; 'Joe Young' Mighty \$40,000 Via Great Bally, 'Crime'-Morales-Small \$65,000

into Broadway this session. Despite this, four successive days of above 90-degree heat, including last Saturday (30), took a heavy toll and are giving the Street a spotty appearance. Last Friday was the year's hottest at 98. Break in torrid weather came too late Saturday to do any good that day but sent business soaring Sunday (31), and kept it high for the next two days.

two days.

Biggest draws held well until Saturday but a mass exodus of New Yorkers cut grosses sharply, being 30-45% below Friday (29) when normally Saturday trade is far ahead of Friday. The fact that Saturday was so badly off cut into nearly every situation.

nearly every situation.

Both "Come to Stable" and "Mighty Joe Young" are socko.
"Stable," with today (Wed.) yet to be counted, looks to hit \$47,000 or near at Rivoli.
"Joe Young" looks mighty \$40,000 but it too was melted by Saturday's torrid temperatures at Criterion. However, this is huge money for this house at the current time, circus baily and extensive exploitation paying off.
"Scene of Crime" with Noro

sive exploitation paying off.
"Scene of Crime" with Noro
Morales band, Mary Small, Hank
Ladd, others, onstage, looks modset \$65,000 at Capitol. "Girl From
Jones Beach" shapes mild \$20,000
at Strand. In contrast, the vaudeville policy with "Big Cat" is doing
all right with \$21,000 or better at
the Palace.

Estimates for This Week

Estimates for This Week

Astor (City Inv.) (1,300; 60-\$1,50)

"Lost Boundaries" (FC) (5th wk).
Holding in remarkably fine fashion at about \$14,000 after \$16,000 last week. Stays on indef.

Bijou (City Inv.) (589; \$1,20-\$2,40) — "Red Shoes" (EL) (41st wk). Still steady at around \$9,000 after \$9,300 last week. Continues.

Capitol (Loew's) (4,820; 80-\$1,50)
—"Seene of Crime" (M-G with Noro Morales orch, Mary Small.
Hank Ladd, others. onstage. Having to open in sweltering heat last Thursday not helping, with only \$65,000 or near likely in first week, modest. Holds. Last week, "Any Number Play" (M-G) with Bert Wheeler, Hal Leroy, Hal McIntyre orch (4th wk), \$41,000. "Madame Bovary" (M-G) switched from State and likely to open here in three or four weeks but not right after "Crime."

Criterion (Moss) (1,700; 50-\$1,75)
—"Mighty Joe Young" (RKO) (2d

c four weeks but not right after
"Crime."

Criterion (Moss) (1,700; 50-\$1.75)

—"Mighty Joe Young" (RKO) (2d
wk). First stanza ended last night
(Tues.) soared to mighty \$40,000 or
better, biggest here in many
t months, with extra shows and
tilted early a fler no on prices
helping. Heat slashed biz badly
Saturday but even with this dip,
initial week is getting fantastic
money and nearly twice as much
as house has been doing recently.
Last week, "Calamity Jane" (U) (2d
wk-4 days), \$5,000.

Globe (Brandt) (1,500; 50-\$1.20)

—"Not Wanted" (FC) (2d wk). Tor-

Mild \$15,000 looms after okay \$2.000 opener. Stays a third week.

Gotham (Brandt) (900; 44-99)—
"Dumbo" (RKO) and "Saludos Amigos" (RKO) (reissues) (2d wk). Doing fairly well on initial hold-over session at \$8.500 after \$15,000 first week. Stays a third.

Mayfair (Brandt) (1/736; 50-\$1.20)
—"Big Steal" (RKO) (4th wk).
Holding r₂·cly in view of conditions at about \$10,000 after \$15,000
last round. Goes fifth round, with
"Too Late For Tears" (UA) due in

next.

Palace (RKO) (1,700; 55-\$1.20)—
"Big Cat" (EL) with vaude. Despite heat climbing back near recent levels, with good \$21,000 likely this frame. Last week, "Alimony" (EL) and vaude, \$19,-500 over hones.

likely this frame. Last week, "Alimony" (EL) and vaude, \$19.500, over hopes.

Paramount (Par) (3.664; 55-\$15.00).

"Rope of Sand" (Par) with Tex Beneke orch, Vie Damone, Cy Reeves, Rudy Cardenas onstage. Opens today (Wed.). Last week, "Great Gatsby" (Par) plus Jimmy Dorsey orch, Peggy Lee topping stage bill (3d wk), held up fairly good at \$59.000 after \$70,000 for second frame.

second frame.

Park Avenue (U) (583; \$1.20-\$2.40)—"Hamlet" (U) (45th wk).
Keeping around recent levels, with \$7,600 in 44th week ended last Monday (1) night after \$7,500

last Monday (1) night after \$7,500 last week.
Radio City Music Hall (Rocke-fellers) (5.945; 80-\$2.40)—"Silver Lining" (WB) with Independence Day Pageant onstage (6th-final wk). Down to about \$115,000, very good for final stanza after satisfactory \$124,000 in fifth week.
"Good Old Summertime" (M-G) with new stageshow opens tomorrow (Thurs.).
Rialto (Mage) (594; 44-98)—
"White Savage" (FC) and "Cobra Woman" (FC) (reissues). Nice \$10,500, and holding. Last week, "Iron Crown" (Indie) (8th wk), okay \$6,500.
Rivoli (UAT-Par) (2,092; 60-

*\$10,500, and holding. Last week, "Iron Crown" (Indie) (8th wk), okav \$6,500.

Rivoil (UAT-Par) (2,092; 60-\$1,251—"Come to Stable" (20th). Soaring to smask \$47,000 in first week ending today (Wed.), after promising to go higher before heat cut in on normally big Saturday. This is the biggest done here opening week in months, and remarkable in view of record heat. Last week, "Take False Step" (U) (5th wk), \$4,000.

Roxy (20th) (5,886; 80-\$1.50)—"You're My Everything" (20th) plus Bob Crosby, Sid Stone, Johnny Mack, iceshow, topping stage bill (2d wk), Excessive heat spells story here too, with only about \$68,000 in prospect; first round went to very good \$84,500. Stays a third, with "Slattery's Hurricane" (20th) due in on Aug. 12. State (Loew's) (3,450; 50-\$1.50) "Great Sinner" (M-G) (6th wk), Fifth week ended last night (Tues,) at about \$12,000, mild, after \$15,000 for fourth frame. "Jolson Sings Again" (CO) opens here Aug. 17 with "Sinner."

Strand (WB) (2,756; 50-\$1.25)—"Girl Jones Beach" (WB), Mild \$20,000. Last week, "Fountainhead" (WB) (3d wk), light \$14,000 was all.

was all.

Sutton (R&B) (561; 70-\$1.20)—
"Quariet" (FL) (19th wk). Holding steady at \$8,600, big, same as last week. "Fallen Idol" (SRO) opening not set yet.

Victoria (City Inv.) (1,060; 95-\$1.25)—"Home of Brave" (12th-nal wk). Final stanza looks okay \$6,500 after \$7.500 last week. "The Window" (RKO) opens Aug. 5.

Seattle Slips Albeit 'Lining' Strong \$12,000

Boston, Aug. 2. Firstruns are no match for terrific heat wave which has sent the populace scurrying to resorts instead of the theatre. New product at major houses will have difficulty doing much more than average biz. "Dumbo" with "Saludos Amigos" (RKO) treissues). Opened week, "Mighty Joe Young" (RKO) and "Saludos Amigos" at Memorial, "Any Number Can Play" at State and Orpheum, and "Silver, Lining" at Met all shape up okay considering temperatures. Estimates for This Week Astor (Jaycox (120); 40-85)—"Lost Boundaries" (FC) (3d wk). Neat \$10,000 after nice \$11,500 last week. Peteropolitan (NET) (4,376; 40-85)—"House of Strangers" (20th) and "One Last Fling" (WB). Good \$20.-000 or over in view, Last week. "Hold That Baby" (Mono) (2d wk). \$16,000. Orpheum (Loew) (3,000; 40-85)— (Phono Can Play" (M-Go) and "Gay Amigo" (UA). Fast \$18.-000.

"Dumbo" with "Saludos Amigos" at Memorial. "Any Number Can Play" at Stete and Orpheum, and "Silver Lining" at Met all shape up okay considering temperatures.

Estimates for This Week Astor (Jaycoys (120); 40-85)—
"Lost Boundaries" (FC) (3d wk). Neat \$10.000 after nice \$11.500 last week. "Roston (RKO) (3,200, 40-85)—
"Johnny Stool Pigeon" (U) and "Stagecoach Kid" (RKO). Okay Billoon Last week, "Boston (RKO) (3,200, 40-85)—
"Johnny Stool Pigeon" (U) and "Stagecoach Kid" (RKO). Okay Effect and "Cobra Woman" (FC) (reissues), \$12,000.

Fenway (NET) (1,373, 40-85)—
—"Girl Jones Beach" (WB) and "Alimony" (EL). Fair \$5,000. Last week, "Red Menace" (Reo) and "Milmony" (EL). Fair \$5,000. Last week, "Red Menace" (Reo) and "Hellfire" (Rep. good \$6,000.

"Hellfire" (Rep. good \$6,000.
"Myflower (ATC) 700; 40-85)—
"Mot Wanted" (FC). Okay \$8,000.
Last week, "Edward, My Son" (M-G) and "Arctic Manhunt" (U2 dw kk). Clast week, "Edward, My Son" (Gay Amigo" (UA). Fair \$12,000.

State (Loew) (3,500; 40-85)—
"Girl Jones Beach" (WB) and "Hellfire" (Rep. good \$6,000.

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"Gay Amigo" (UA). Fair \$12,000.

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"Gread Manhunt" (U2 dw kk). Slow \$7,000 after swell \$12,300 pener, but below hopes.

"Gread Manhunt" (U2 dw kk)

GREATNESS

IN A MOTION PICTURE

The Heiress'

Has...



of performance — shining in the title role — as OLIVIA de HAVILLAND climaxes her achievements in "The Snake Pit,"
"To Each His Own," and "Gone With The Wind."

GREATNESS of romantic appeal by MONTGOMERY CLIFT, fulfilling the promise of "The Search" and "Red River" which established him as the most sensational new box office performer in many years.





of direction by WILLIAM WYLER, reflecting his warmth of human understanding combined with the craftsmanship of his top grossers, "Wuthering Heights," "Mrs. Miniver" and "The Best Years Of Our Lives."

OF BRICHARDSON, supported by MIRIAM HOPKINS, MONA FREEMAN and many other important names.



Ruth and Augustus Goetz, adapted from a world famous novel by Henry James.

GREATNESS of all these magnificent box office ingredients is the hallmark of "THE HEIRESS"

PARAMOUNT PRESENTS WITH PRIDE ITS GREATEST OF '49

Oliv de Havilland · Montgomery Clift · Ralph Richardson in William Wyler's "TH RESS" with Miriam Hopkins · Mona Freeman · Vanessa Brown Sele a Produced and Directed by William Wyler · Screenplay by Ruth and Augustus Goetz · Based upon their stage-play

Paris Legit Ends Blah Season; Name Playwrights Disappoint Paris, July 26. 's all over, taking stoff erings stoff and trizonia are working out a new arrangement on film exchange, with ratio this time 12 to 50. Austria agrees to produce a maximum of 12 pix annually, with a stop the stoff against 50 tages, practically with very few exwere no noticeable with the stop to a tivities in Britain will come to a tivities in Britain will come to a halt during the last two weeks of August. Rank is shuttering his Denham studio during that period on give all his employees a two-week vacation. End-of-August shutders and Trizonia are working out a new arrangement on film exchange, with ratio this ime 12 to 50. Austria agrees to produce a maximum of 12 pix annually, with are to be swapped against 50 German makes. In view of the fact that indications point to a surplus of more than 3,000,000 marks for Austria. Austria and Trizonia are working out a new arrangement on film exchange, with ratio this time 12 to 50. Austria agrees to produce a maximum of 12 pix annually, with a reto be swapped against 50 German makes. In view of the fact that indications point to a surplus of more than 3,000,000 marks for Austria, this amount is intended to be used for a joint Austrian-German production, against which unions have week vacation. End-of-August shutders were a notice of the fact that indications point to a surplus of more than 3,000,000 marks for Austria.

Paris, July 26.

Now that it's all over, taking stock of the season's legit offerings shows that, though about 120 productions, including revivals, were put on about 55 stages, practically little emerged. With very few exceptions, there were no noticeable lits.

Comedie Franceica

Comedie Francaise on both its stages did fair business, with Pierre Alime Touchard giving a good account of his management. At Palais de Chaillot, Pierre Aldebert produced Fernand Gregh's "Petit Poucet" and Jean de Beer's "Guerrier Involontaire." As to revivals, Emmanuel Robles' "Montserrats, Emmanuel Robles' and Andre Roussin's extended run

rier Involontaire." As to revivals, Emmanuel Robles' "Montserrat and Andre Roussin's extended, run of "Petite Hutte" have done well, Neither Louis Jouvet nor Eva Berkson at her Grand Guignol produced any new play.

Steve Passeur got fair reviews for his "107 Minutes" and Sacha Guitry produced three plays of his, one being his version of "Voice of the Turtle." "Toa" and "Quadrille," which was good theatre. Roger Ferdinand's "Mari ne Compte Pas" did well. Albert Camus" "Etat de Siege" was nafued anyway by poor direction, while Jules Supervielle's "Voleur d'Enfants" was more poetry than theatre. Jean Anouilh, one of the playwrights biggies, kept on his much discussed "Adele ou la Marguerite" discussed

theatre. Jean Robani. The theatre. Jean Robani. The playwrights biggies, kept on his much discussed "Adele ou la Marguerlte."
Henri Bernstein produced his "La Soif," with actor Jean Gabin doing much for the draw. Rene Aubert wrote "Cirque aux Illusions" and "Fenetre de Stephanle." both more commendable than successful. Paul Claudel's following raved about "Pain Dur" while his "Soulier de Satin" was revived to good -business at the Francaise. Henry de Montherlant's "Demain if Pera Jour" at the Hebertot did no smash, despite his name.
Curzio Malaparte's "Das Kapital" created more talk than boxoffice. Jean de Letraz's "Nous Avons Tous Fait la Meme Chose" didn't stand 'em up. Jean Genet's "Haute Survelllance" was a question mark. Louis Ducreux missed with "Roi est Mort." Marcel Thiebaut did better with "Bonnes Cartes."
The real sensation of the season was Andre Roussin's "Petite Hutte." which in its second year's run is still doing capacity, with about 4650 take per performance. De Letraz revived his 20-year-old "Voyage a Trois," alleging that Roussin had lifted from his old comedy for "Hutte," but Roussin kept the business.

John Mills as Radio Star Of 'London Story' Series

London Story Series

London, July 26.

British screen star John Mills has been signed by Towers of London for a series of half-hour radio transcriptions titled "The London Story." These are adapted from short stories by outstanding British writers, including H. G. Wells, A. Conan Doyle, W. W. Jacobs, H. E. Bates and Rudyard Klpling.

Series has aiready been sold for Radio Luxembourg under the sponsorship of Cadbury's, chocolate

Maulo Luxembourg under the spon-sorship of Cadbury's, chocolate manufacturers, and the program will start airing Sunday nights, starting in September. Series will be offered for world use by Tow-fre

ers.
Program is being directed by
Bernard Braden, Canadian radio
actor and director, who is also under contract to Towers.

'Voice of America' Hypo On Viennese Network

Un Viennese Network
Vienna, July 26.
Dr. Walter Roberts, commentator
on the "Voice of America" to Austria, is in Vienna at the RedWhite-Red studios on an inspection and orientation trip. Several
changes in "Voice of America" program format have been made. Dr.
Harry Skornia, director of radio.
Indiana U., is also here, tempoparily attached to RWR network
on a special assignment as adviser.
Current program of the property of the service of th

Current program highlights of RWR include the Salzburg Festi-vals. RWR will carry all festival performances and feed them to some 30 European outfits. Ted Masters Vienne program director.

London, Aug. 2.
J. Arthur Rank's production activities in Britain will come to a halt during the last two weeks of August. Rank is shuttering his Denham studio during that period to give all his employees a two-week vacation. End-of-August shutdown is traditional with the week vacation. Eng-oi-August shutdown is traditional with the

shutdown is traditional with the British filmmaker.

Denham studio is the only lot now being used by Rank since he closed the others recently in a cost-saving consolidation move.

TV Films for U.S. **Brit. Industry**

London, Aug. 2.
Production of films in Britain
for use almost exclusively on
American TV looks like developing
into a major British industry. News
of the activities of Parthian Proof the activities of Parthian Productions, whose product is to be released through David Coplan's new organization, is followed by plans of a new company known as Vizio, Ltd., which is associated with the Ted Kavanaugh group. Two of the directors of this company, Edgar Blatt and Roy Plomley, are in the U. S. to arrange distribution for the first two series of TV films they are now producing.

the first two series of TV films they are now producing.

There will be 52 films to each series, one dealing with real life murders from a Scotland Yard angle, and the other being classified as psychological thrillers. But in effect they will be TV plays on celluloid. One film in each of the series has now been completed and the directors have taken negatives with them to show to possible distributors.

tributors. Each subject is carefully cut so as to run for 26½ minutes, allowing 3½ minutes for the normal commercial plug in a half-hour program. They are being directed by experienced TV men; one of the samples was directed by Erlc Fawcet!

cett.
Each of the subjects is skedded to cost around \$7,000, and although the first was made at the Marylebone studios, future arrangements will not be determined finally until the two execs return from New York

New York.

Another entrant into the production field for TV in Britain is James Fitzpatrick, who plans to make a series of 27-minute shorts based on folk-music "landmarks." They're to have theatrical distribution in Britain through Metro but will be shown on American TV networks through ABC and NBC. It's hoped the first of the series will be available for American video by Christmas.

20th to Build 4 Cinemas In Israel, 1 in Alexandria

In Israel, 1 in Alexandria

Madrid, Aug. 2.

Twentieth-Fox prez Spyros P.
Skouras, who arrived here last
week on his tour of Europe, disclosed his company plans to build
four new theatres in the new state
of Israel, as result of his belief
that Israel will become one of the
greatest industrial nations of the
Middle East. In addition, 20th
plans a new theatre in Alexandria.
Skouras emphasized he has
found American films to be predominant throughout Europe, despite many countries now turning
out—local product. In Spain, for
example, the government has recently ruled that one American
picture is to be permitted with a
film of any other country on all
double bills, which are run by all
except first runs here. "This
proves conclusively the tremendous popular demand for American motion pictures," he said.

Twentieth will build its theatres
in Israel in Tel Aviv, Haifa, Jerusalem and Nathania. "We will be
the first ones to creat the commercial interest-of every American
industry in Israel," he said.

performances and feed them to some 30 European outfits. Ted Masters, Vienna program directorhas made several changes in program format on RWR's weaker shows along with a half a dozen new programs.

Film censorship in the British Zone in Germany has been turned over to a voluntary board of the German film industry by the British Control Commission. Latter reserves right to reverse board decisions.

Austria, Trizonia Pact

Joe Friedman Stresses His Amicable Parting From Columbia Picts

London, July 27. Editor, VARIETY

London, July 27.

Editor, Variety:

I note with considerable regret the publication both the weekly and your daily in Hollywood of an article bearing the London date-line of July 12 stating that my resignation from Columbia was due to disagreements with Home Office executives and that I was leaving for America on Aug. 13 to settle my contract. It is further stated that the rift became known six months ago after I visited America for conferences with president Harry Cohn and foreign distribution vice-president Joseph A. McConville, being at that time lifted out of my position as managing director in England and being replaced by Max Thorpe, my assistant.

Facts are that I have not been in the best of health for several years and requested Columbia to relieve me of my responsibilities about a year ago, when it was decided between us to groom Mr.

my responsibilities ago, when it was de-n us to groom Mr. able him to step in as soon as possible. This was accomplished on Feb. 1, of this year, thereby relieving me of the responsibility of the distributing organization, where I still remained in an advisory capacity and also agreed to supervise production for Columbia in this country. With the revolutionary change in the value of British films here, I felt for the time being that there was really nothing very much I could do in the way of supervising production and inasmuch as I had wished for a long time to retire completely from business, I requested Columbia to relieve me of my contract. This was done on the friendliest and most amicable basis. There was never any disagreements between me and any of the executives of the company and I am very proud to have left in a most cordial atmosphere, with friendship on all sides. able him to step in as soon as pos-sible. This was accomplished on

BIG SISTER ACT

BIG SISTER AUT
Buenos Aires, July 26.
Alicia Barrie broke off work for
Lumiton Studios to fly back to
the U. S. on personal business,
leaving a picture half finished.
The studio got over this difficulty by having the actress' sisten,
whom she resembles closely, stand
in to make the few scenes yet to be

ompleted.

Current London Shows

Current London Snows

(Figure shows weeks of run)
London, Aug. 2.

"Anna Veronica." Piccadilly (11).
"Annie Get Gun," Cols'm (113).
"Beau Strategem," Lyric (14).
"Brigadoon," Majestic (16).
"Bilack Chiffon," West (14).
"Daphne," Wyndham (19).
"Death of Salesman," Phnx (1).
"Edwina Black," Ambas. (3).
"French Without Tears," V. (7).
"Happiest Days," Apollo (71).
"Harvey," Prince of Wales (31).
"Heiress," Haymarket (27).
"Her Excellency" Hipp (6).
"Ice Cycles," Empress (6).
"Ice Cycles," Empress (6).
"Ice Vogues," Stoll (3).
"Lady's Burning," Globe (13).
"Lady's Burning," Globe (13).
"Lady's Burning," Globe (13).
"Lady's Burning," Globe (13).
"Love Albania," St. James (3).
"Male Animal," New (6).
"Oklahoma!", Drury Lane (118).
"On Monday Next." Comedy (9).
"One Wild Oat," Garrick (35).
"Sauce Tartare," Cambridge (11).
"September Tide," Aldwich (35).
"Song of Norway," Palace (4).
"Third Visitor," York's (8),
"Tozether Again," Vic. Pal. (121).
"Tough at Top," Adelphi (3).
"Traveller's Joy," Criterion (60).
"Walking Shadow," Playb'se (6).
"Young & Fair," St. Martins (6).
"Young Wives Tale," Savoy (3). (Figure shows weeks of run) London, Aug. 2.

ia, Trizonia Pact New Film Exchange Aussie Producers See Pic Stymie If Govt. Curbs Rawstock in \$ Crisis

Simone in Rome Pic

Rome, July 26

Rome, July 26.

Simone Simon arrived from Paris this week to star In a film produced by Navona Films, titled "Donne Neil 'Ombra." Story, by Geza Radvanyi, Corrado Alvaro and Liana Ferrl, concerns women and girls who consorted with Fascist and Nazi bigwigs—when they were bigwigs. After the war, these women, who came from various parts of Europe, were placed in a concentration camp as undesimbles as well as displaced persimbles as well as displaced persimbles. in a concentration camp as unde-sirables as well as displaced per-

Radvanyi will direct, Robert Goelet, Jr., is associate producer; cameraman

U. S. Pix Big In **Norse Countries**

Scandinavian prospects are bright for American films, according to John G. McCarthy, international division chief of the Moton Picture Assn. of America, who recently returned here from a tour

tion Picture Assn. of America, who recently returned here from a tour of the north countries. Accompanied by his wife, 'Lillian, the exec visited Finland, but failed to take in Russia on the junket. Soviet, however, is currently guesting the MPAA's Louis Kanturek, who is screening some 24 Hollywood pictures for the government there. Films are among the block which MPAA prez Eric Johnston sold Russia during his 1948 trip to Moscow.

Following his trek through most of the western European capitals, McCarthy emphasized the value of making personal contacts with key men in every country: He also visited Switzerland where MPAA continental topper Gerald Mayer is convalescing from a recent illness.

Meanwhile, Eugene Van Dee, who's been subbling for Mayer in

convalescing from a recent illness. Meanwhile, Eugene Van Dee, who's been subbing for Mayer in handling the delicate Italian situation, has returned from Rome, bearing the unpleasant news that discriminatory U. S. film legislation recently passed is unlikely to be tored down by amendment. Apparent standoffish attitude of the U. S. State Dept. is believed to stem from the law's outwardly non-discriminatory aspect. discriminatory aspect.

discriminatory aspect.

The McCarthys are scheduled to sail for New York via London Friday (5) on the Queen Mary. He had been held in Paris for meetings of continental managers. Among those sitting in on the huddles were Universal's foreign chief Joseph Seidelman. Latter is also due back at the N. Y. homeoffice next week.

Mayer-Burstyn Has Prize Italo 'Bicycle Thieves'

Italo 'Bicycle Thieves'
Mayer-Burstyn has acquired the
U. S. rights to the Italian-made
"The Bicycle Thieves," film that
won the top prize at the Second International Festival In Belgium.
Pic was produced and directed by
Vittorio De Sica. It will be released in the fall.
Joseph Burstyn. head of the outfit, embarked Thursday (28)
aboard the Queen Mary for Venice
where he will attend that city's
film festival as a guest of honor.
His partner, Arthur L. Mayer,
chief Film Coordinator with the
American Military Govt. in Berlin,
resigns his post Aug. 12 and
hegiras to Israel. He may meet
Burstyn in Venice, en route.

'Thieves' Cops Italian Oscar Rome, July 30.
"The Bicycle Thleves" was awarded Italy's Silver Ribbon too day for the best domestic film of the year. Anna Magnini was chosen the best actress and Massimo Girotti the best actor for their respective performances in "Amore" and "In the Name of the Law."

The Silver Ribbon is Italy's

and "In the Name of the Law."
The Silver Ribbon is Italy's counterpart of Hollywood's Osear, the state of Hollywood's Osear, the state of Herbert Wilcox's next pic, which was to have been directed by John Paddy Carstairs, is off. Instead, Wilcox is starring his wife, Anna Neagle, minus her usual male lead, Wilcox is will only of the state of

announcement b Prime Minister Ben J. Chifley that the government will cut dollar imports by 25%, following talks in London by his personal rep, J. J. Dedman, and Sir Stafford Cripps, fear is held here that there'll be a curb on the import of rawstock for home pic production, plus a cutdown of Imports of minor U.S. pix.

Right now the only major producer making pix here is Ealing, with "Bitter Springs." Unit has two more films lined up for here it's understood. The Charles Chauvel pic, "Sons of Matthew," financed by Universal - International and Greater Union Theatres, came off the production floor a

maneed by Chiveesia - Interna-tional and Greater Union Theatres, came off the production floor a couple of weeks ago. Chauyel says he's got more pix lined up for 1950. It can be taken for granted that U.S. distribs won't make any pix here this or any year.
Most hit by a rawstock nix would be the major processing labora-tories, handling prints of U.S. and British pix taken from the mother print to save import cost. Local newsreel units would also be socked by a rawstock shutoff. Technicolor and Trucolor can't be processed here, hence colored pix would still have to come through from the U.S., or be completely nixed.

from the U. S., or he completely nixed.

Industry men close to the political scene can't see the government combletely shutting out rawstock from here, declaring that it would mean the shutdown of one of the big industries employing many hundreds of skilled workers, although they do admit that there may be some cutdown on minor pix from the U. S.

Meeting of the Australian Cabinet will be held shortly to fix the percentage cuts on imports from the U. S., in keeping with the British government's decision to cut dollar expenditure by a further 25%. Aussie film industry is awaiting anxiously the result of

25%. Aussie film industry is awaiting anxiously the result of this meeting to see just how deeply the pie biz fits into the government's new plays.

U's Seidelman, Schimel, Daff Due Back Next Week Besides talking the possibility

Arthur Rank, British producer, in England, Joseph H. Seidelman, Universal's foreign chief, is also Universal's foreign chief, is also re-examining U's reciprocal distribution pact with Rank on his current visit to Britain. Adolph Schimel, legalite who serves as U's secretary, accompanied Seidelman and is sitting in on huddles concerning the pact. Both Seidelman and Schimel return to the U. S. next week.
Universal-Rank distribution deal runs for 10 years. It provides for periodical readjustments of bugs that may crop up from time-to-time. No drastic change In the deal is coatemplated in the Seidel-

time. No drastic change in the deal is coatemplated in the Seidelman-Schimel-Rank talks.

U's home office foreign wing is currently without its top two execs. Al Daff, top man under Seidelman, is slated to return to N. Y. at the end of the week after a month's visit to Australia. Daff and his wife are spending several days on the Coast looking over new product before trekking east.

While on his trip. Daff also did a quickie lookover of the situation in Singapore, India and Cairo.

French Up Radio-TV Set Taxes Sharply Paris, July 26, Yearly tay on receiving sets has

Yearly tax on receiving sets has been upped by the French Parllament, from \$2 to \$3 a year per radio set for private owners. If installed in places open to the public, fee is \$6; for jukes, \$12. Old crystal sets will only set one back

IN RECORD-BRE COME TO THE S' SENSATIONAL "SN -AT THE RIVOLI SET IT NOW FOI LONG, LONG RUN

here's No Busines

IS PACING IT BUSINESS

HEATRE, N.



"TOP RATING!

Not since 'Going My Way' has the screen offered so beguiling a picture! High Comedy!"

"Humorous, lighthearted, good -N. Y. Daily News entertainment!"

-Time Magazine

"You can't afford to miss it!" — Hedda Hopper

"4 Bells for everybody every where!"

* - Jimmie Fidler

"Will make you roar with laughter!"

-N. Y. Daily Mirror



Madame Bovary

Madame Bovary
Hollywood, July 30.

Metro release of Pandro S. Berman woduction. Stars Jenniter Jones. Van Heffin. Louis Jourdani features James Mason. Christopher Keni. Gene Lockhart, and John March "Madame Bovary" is a woman's

returns in class situations. Based on the French classic about an

returns in class situations. Based on the French classic about an ambitious woman, the picture has unusually good exploitation values that can be touted to attract the femmes and bolster its boxoffice chances. Star lineup is another favorable factor.

As a character study, "Bovary" is interesting to watch, but hard to feel. It is a curiously unemotional account of some rather basic emotions and this failure to plumb beneath its characters lessens the broad, general appeal somewhat. However, the surface treatment of Vincente Minnelli's direction is slick and attractively presented. This fact, plus the ballyhoo aspects, shape it as an important entry for most situations. most situations.

most situations.

Jennifer Jones is the daring Madame Bovary, a femme whose story, as told by Gustave Flaubert, shocked the France of the 1850s. The character is short on sympathy, being a greedy woman so anxious to better her position in life that sin and crime do not shock her moral values. Miss Jones is a competent actress and answers to every demand of direction and script in her sketch of the early-day shocker.

Van Heflin portrays her docton usband, an essentially weak man

Van Heflin portrays her doctor husband, an essentially weak man whose evident flaws in abiding with a greedy wife are not too satisfac-torily explained away by his love for her. He gives it a good read-ing but it is another character lacking in sympathy because of the ill treatment he humbly takes from his wife

lacking in sympathy because of the ill treatment he humbly takes from his wife.

Nearer to the essential aims of the story is the character played by Louis Jourdan. He is Madame Bovary's first rich lover, a vain man who lives a shallow life of futile amours. Christopher Kent, bearing a remarkable resemblance to Jourdan, is another who falls under the Bovary spell and serves her as a sideline romance.

The Bovary quest for something better than she has is brought to light at the trial of Gustave Flaubert, author of the realistically treated novel that brought about his arrest. James Mason is excellent as the author who takes the stand in his own defense to try to explain the urge that drove his doubtful heroine on and why he felt it necessary to chronicle her adventures. The Robert Ardrey script is glib enough in its presentation of the story and the

doubtful neroine on and why ne felt it necessary to chronicle her adventures. The Robert Ardrey script is glib enough in its presentation of the story and the scenes develop logically.

Among the featured and supporting players who fit ably into the footage are Gene Lockhart, the village druggist; Frank Allenby, black-mailing dealer in fine linens and gossip; Gladys Cooper, John Abbott, Henry Morgan, Ellen Corby, Paul Cavanagh and others. Pandro S. Berman's production carries the gloss of a large budget, prodigiously spent. The physical setup of the picture reflects a generous hand but the expansive treatment tends to overwhelm in some scenes. One production treat is the eye-filling movement of the "Emma Bovary Waltz" as terped by a large cast and cleffed by Miklos Rozsa. Latter also gives the film a solid musical score. Robert Planck's photography is very good, as are the art direction, the settings and costumes. Picture could stand trimming from its present 114 minutes.

Slattery's Hurricane

Slattery's Hurricane

20th-Fox release of William Periberg production. Stars Richard Widmark. Linda Darnell. Veronica Lake; features John Russell Delivered by Andre desard Murphy from story by Wouk; camera. Charles G. Clarke; editor, Robert Simpson; camera effects, Fred Sersen, Ray, Scilogs. Tradeshown, N. X., July 25. Kellogs. Unida Darnell Dolores Linda Darnell Dolores Veronica Lake Hobson. Market Linda Darnell Dolores Veronica Lake Hobson. John Russell Dolores Walter Mayer Mussell Milne. Walter Kingsford Admiral Olienby. Raymond Greenelaf Frank Stanley Waxman Gregory. Joseph De Santia Gregory. Joseph De Santia Gregory. Joseph De Santia Gregory. Rush Clifford M.C. Kenny Williams Nurse Balley. Ruth Clifford M. C. Kenny Williams Nurse Collins. Maude Frickett Walter. Norman Leavitt Naviyator. Lee MaGergor Taxi Driver. Bick Wessel Maikre D. John Davidson "Slattery's Hurricane" has

"Slattery's Hurricane" has enough excitement to satisfy action fans and the Widmark audience will see him back as a tough, rather despicable character.

Picture is well produced, has some nice performances, but it never quite jells chiefly because of the monotony of the flashback technique. Director Andre de Toth seems to jump from one plot angle to another with confusing overall effect. Handling too many airplane sequences, these fail to come off.

Yarn takes Widmark away from his familiar gangster characterizations and plunks him down as almost a cad until the final payoff, when he becomes a hero. Triangle is enacted before the background of the U. S. Weather Bureau's untiring efforts to locate hurricanes off the Florida coast in time to give adequate warning to residents along the Atlantic seaboard. A for-

or the O.S. weather bureau's unit ring efforts to locate hurricanes off the Florida coast in time to give adequate warning to residents along the Atlantic seaboard. A former daring Navy aviator, he turns up to steal his service buddy's wife simply because she happens to be one of his sweethearts of war days. This is done sketchily with a bow to the MPAA code.

Script outlines how crack pilots are sent on hurricane-hunting flights. The carefree Widmark (Slattery) is a chauffeur-pilot for a candy manufacturer in Miami and accidentally bumps into his former buddy. John Russell, employed as weather bureau pilot. Story would have one believe that Widmark does not catch on to the fact this membroyers are engaged in dope smuggling until he actually finds some narcotics tied to the body of one of the partners after he dies of heart attack. Also that the secretary, the girl who is madly. In love with him, is an addict.

Linda Darnell, as the wife, is particularly effective in the too few romantic clinches. Veronica Lake is a rather forlorn figure as the secretary in love with Widmark. Gary Merrill is the forthright commander while a strong supporting cast in topped by Walter Kingsford, Raymond Greenleaf, Staley Waxman and Joseph De Santis.

Herman Wouk's story has not been particularly improved in the

Waxman and Joseph De Santis.

Herman Wouk's story has not been particularly improved in the scripting by Wouk and Richard Murphy. Charles G. Clarke has contributed some superb camera work, especially in the hurricane scenes. Robert Simpson's editing is passably okay but excellent sound is a highlight of the production. Fred Sersen and Ray Kellogg have done remarkably well with their special camera effects. Wear.

Conspirator (BRITISH)

(BRITISH)

London, July 27.

Metro release of Arthur Hornblow, Jr., production. Stars Robert Taylor, Elizabeth by Victor Saville. Screenplay by Sally Benson, from novel by Humphrey Slater; camera. Skeets Kelly, Bunny Francke; editor, Frank Clark. At Empire, London, July 26, 48, Running ime, 87 MITNAylor Meilinda Greyton ... Elizabeth Taylor Cap, Hugh Ladholme Robert Flemyng Col. Hammerbrook. Harold Wagrender Joyce ... Honor Birkman Aust Jessica. Marjorie Fielding Aust Jessica. Marjorie Fielding Aust Jessica. Marjorie Fielding Robert Fledings Wifted Hytel White White White White Willey William Processing Proce Joyce
Aunt Jessica
Broaders
Lord Pennistor
Lady Witherin Pennistone ... Wilfred Hyde-White Witheringham Helen Haye

For its second British production Metro has chosen a frankly politi-cal theme. It is a highly fanciful treatment of an obvious anti-Commie character, bearing little

by a large cast and clefded by Miklos Rozsa. Latter also gives the film a solid musical score. Robert Planck's photography is very good, as are the art direction, the settings and costumes. Picture could stand trimming from its present 114 minutes.

Janis Paige Pacted For Frankovitch Rome Picture Rome, July 26.

Venus Productions, headed by Mike Frankovitch, has signed Janis Paige, Hollywood starlet, to play the leading role in "The Dark Road," by Philip Yordan.

Star arrived the middle of July for costume fittings; actual shooting of the pic starts Aug. 5. Miss Paige's husband, Frank Martinelli, a non-professional, will be here for the duration of the picture, which is scheduled for eight weeks.

Miniature Reviews

"Madame Bovary" (M-G).
Femme appeal and strong star
names to attract trade.
"Slattery's Hurricane"
(20th). Richard Widmark and
Linda Darnell should put over
this thriller for big returns.
"Conspirator" (M-G)
British-made Commie meller,
with Robert Taylor. Good U. S.
possibilities.
"Abbott & Costello Meet
Killer, Boris Karloff" (U).

with Robert Taylor, Good U. S. possibilities.

"Abbott & Costello Meet Killer, Boris Karloff" (U). First-rate escapist film fare for family trade.

"Barbary Pirate" (Col). Standard small-budget supporter for secondary slotting.

"Trail of the Yukon" (Mono). Dull, minor-league effort for fill-in bookings.

"Sky Liner" (SG). Okay action melodrama aboard transcontinental plane. For secondaries.

conflict, both emotional and men-tal, with his newly-acquired young wife fails to reach the heights, and throughout the development there is neither powerful drama nor lurid melodrama which the subject decenvises.

is neither powerful drama nor lurid melodrama which the subject deserves.

From the point of view of production qualities, there is very little fault to be found with "Conspirator." It is effectively mounted; there are some fine settings, and the atmosphere of the Guards regiments and a Welsh village is admirably captured.

Taylor gets to grips with the starring role but the script doesn't allow wide scope and restricts his performance within a limited frame. Elizabeth Taylor is given a big opportunity for an emotional and romantic lead and comes out with flying colors. Supporting east is carefully selected and top roles are in the efficient hands of Robert Flemyng, Harold Warrender and Honor Blackman.

It's unlikely that this will meet with the same boxoffice success as its predecessor, "Edward, My Son," and the chances are that it may run into some trouble, particularly in hot European centers from Communist and other leftwing factions.

Abbott & Costello Meet The Killer, Boris Karloff

The Killer, Boris Karl
Universal release of Robert Arthur
duction. Stars Abbott & Costellor
Universal release of Robert Arthur
duction. Stars Abbott
Directed by Charles.
John Grant from story by Wedlock,
and Snyder: camera. Charles Van E
editor, Edward Curtiss: music. M
Schwarzwald. Tradeshown. N. Y. A.
49. Running time, 84 MINS.
Bud Al
Freddie Phillips.
Lou Co
Swami Talpur Boris K
Angela Gordon.
Lenore A.
Jeff Wilson
Gar M
Betty Crandall.
Donna M
Melton.
Alam Mow
Inspector Wellman.
James F Bud Abbott
Lou Costello
Borls Karloff
enore Aubert
Gar Moore
Donna Martell
lan Mowhray Melton
Inspector Wellman.
T. Hanley Brooks.
Amos Strickland.
Sergeant Stone
Gregory Milford.
Mrs. Hargreave.
Abernathy.
Mrs. Grimsby.
Lawrence Crandall
Mike Relia.

Lawrence Crandall. Harry Hayden Mike Relia. Vincent Renno Well lubricated with double-takes, gags and familiar slapstick, "Abbott & Costello Meet the Killer, Boris Karloff" is an entry that qualifies easily as escapist film fare. Picture will be relished by the comics' following and is okay for the family trade. Long running time of 84 mlnutes, however, could be trimmed to give the film a swifter impact. Lengthy title, too, presents a problem to exhibs with short marquees.

But Abbott and Lou Costello romp through this opus broadly playing a hotel dick and bellboy, respectively. The plot is just one of those things. But the dialog is buttered so well with the bon mots and prat falls which have made the comedians an Américan institution that their fans will likely överlook the inanities of the "story."

A resort hotel is the locale for a flock of killings which starts when famed criminal Nicholas Joy is

The Blue Lagoon

"The Blue Lagon" (Rank)
Jean Simmons starrer being
tradeshown in New York
Thursday (28), was reviewed in
Variety from London, March
9, 1949. Reviewer Myro noted 9. 1949. Reviewer Myro noted that "for British audiences the title and star are enough to insure healthy business, but the picture has few other attractions to interest Yank exhibs." Story deals with two calldren shipwrecked on a South Sea Island and it was cited in the review that the plot "is developed by a series of incidents rather than by a of incidents rather than by a

woven theme."

Filmed in Technicolor, the picture is being released in the U. S. by Universal.

rubbed out. Suspected along with Costello are a number of the law-yer's former clients, all of whom were guests at the hostelry at the time of the murder. Before the case is solved, A. & C. shuffle corpses, are locked in steam cabinets and dash through a subterranean cayern.

corpses, are locked in steam cabinets and dash through a subterranean cavern.

It goes without saying that A. & C. carry on in their best tradition. Boris Karloff is amusing as a swami whose hypnotile powers are frequently ineffective. Le nor a frequently ineffective. Le nor a frequently ineffective. I can be some of the many suspects. Joy lends realism as the bombastic legalite who's knocked off while James Flavin is adequate as the inspector who cracks the case. Hotel manager Alan Mowbray is okay as the culprit.

Direction of Charles T. Barton is competent in this Robert Arthur production. Charles Van Enger's camerawork is good as is David Horsley's special lensing. Other technical credits measure up.

Gilb.

5, '49, Running time,
Donald Woods
Trudy Marshall
Lenore Aubert
11. Stefan Schnabel
Ross Ford
John Dehner
Malellon Leigh
Joe Mantell
Frank Reicher
Holmes Herbert
Frank Jaquet
Williams Hicks
Russell Hicks Bey of Tripoll... tidgeway... Reis Sharpe Tobias Sharpe... Rindeff Dexter Freeman. Cathcart Thomas Jefferson eart
as Jefferson
in Crawford
Fleiding
nodore Preble

"Barbary Pirate" is a modestly budgeted supporting feature that gets by in its classification. Theme is an ambitious one for the minimum cost bracket in which "Pirate" falls but stock shots and similar production tricks are an adequate cloak for the cornercutting necessary to get it by.

Plot is laid just after the Revolutionary War when Barbary pirates are preying on American shipping in waters of Tripoli. A traitor in Washington tips the Bey of Tripoli on valuable cargo so an undercover Army officer is dispatched to the Mediterranean to smoke out the plotter. Donald Woods is the officer. He gets himself captured, befriends the Bey gets his information and after suitable amount of swordplay and other adventuring, things are wrapped up into a satisfactory conclusion. ped up into a satisfactory conclu-sion.

Director Lew Landers keeps the

Director Lew Landers keeps the footage moving along acceptably and the cast does okay in putting over the more or less standard plotting in the Robert Libott-Frank Burt script. Trudy Marshall is the damsel in distress who's saved by Woods. Lenore Aubert is a native glrl. Stefan Schnabel portrays the Bey and there are minor assists from Ross Ford, John Dehner and Matthew Boulton.

Sam Katzman's supervision steers the picture around any budget pitfalls and Ira H. Morgan gave it okay lensing. Editing keeps footage to suitable 64 minutes.

Brog.

Trail of the Yukon

Trail of the Yukon

(SONG)

Hollywood, July 30.

Monogram release of Lindsley Parsons
(William F. Broidy) production. Stars
Kirby Grant: features Suzanne Dalbert,
Bill Edwards, Dan Seymour, directed by
Bill Edwards, Dan Seymour, directed by
Drake; suggested by "The characteristic College
Drake; suggested by "Running time, 67
Bob McDonald Kirby Grant
Marie Suzanne Dalbert
Jim Blaine Bill Edwards
Jim Blaine Bill Edwards
Dawson Washes
Buck Anthony Warde
Buck Maynard Holmes
Poleon Jay Silverheels
Poleon Jay Silverheels
Rogers Stanley Andrews
Rogers Stanley Andrews
Rogers Stanley Andrews
Rogers Stanley Andrews
Rogers Harrison Hearne
Rand Peter Mamakos

"Trail of the Yukon" is a

"Trail of the Yukon" is a laborlously-paced outdoor adventure yarn that rates only fill-in bookings. Generous use of stock footage from a previous Monogram film helps to pad out the minimum expenditure on this one but it still lacks production gloss and features amateurish direction. It is only just passable for the kiddies in the Saturday matinee trade. "Trail" introduces Monogram's new dog star. Chinook, and he comes off best of the cast as the pal of a mountie chasing a gang of bank robbers. The Oliver Drake script is an ovious, but okay basis for the action but William X. Crowley's direction fails to make the proper use of it.

Kirby Grant is the mountie who gets his man and suffers through the lootage most of the time on a cane

which handicaps his heroics. Plot is full of doublecrosses. First the banker doublecrosses. First the banker doublecrosses. Guy Beach and Bill Edwards on a gold claim. They held up the bank, but their aides on the job have been hired by the banker to doublecross them and give the loot back. Before the confusion is sorted out, there is an unusual amount of aimless gun-play and sundry ten-twent-thirt staging that points up the stilted, inept handling.

Grant sings one tune, "A Shantyman's Life," expertly although it means little to the footage. Otherwise, he tries hard to get his assignment over. Suzanne Dalbert is an interesting northwoods' beauty and Dan Seymour is her Canuck father. Bill Edwards, and the heavies, William Forrest, Anthony Warde, Maynard Holmes and Peter Mamakos, run through stock performances.

William F. Broidy served as associate producer to Lindsley Parsons, but neither rate a good credit. Dullness of the directorial pace is further emphasized by the dirgelike musical direction of Edward J. Kay, Lensing and editing are only adequate. which handicaps his heroics. Plot is full of doublecrosses. First the

Sky Liner

Sky Liner

Hollywood, July 29.
Screen Guld release of William Stephens (Lippert Production) production. Features Richard Travis. Pamela Blake. Rochelle Hudson. Directed by William Berke. Screenplay. Maurice Tombragel, original story. John Wilste; camera. Carl Berger: editor, Edward Mann. Previewed July 26. 49. Running time. 61 MINS. Steve Blair. Richard Travis Carol Prends Blake Amy Winthrop. Rocketter (Edward) ily 26, 49, Runtane
eve Blair. Pamela Blak
my Winthrop. Rochelle Hudso
okeljan. Steven Gera
S. Conningsby. Cres McClur
mith Gaylord Pendleto
en Howard. Michael Whale
lary Ann. Anna May Slaught
ee Kirk. Relb. Pete
ok Kirk. Baylord Be
David Be ord ce Ward Harry Finneston. Jennings Jennings rs. Jennings.... other eorge Eakins.... Hanson . Jean Sore

"Sky Liner" plots all its action aboard a west-bound transcontinental plane and proves to be an okay lowercase subject for secondary bookings. Sky footage is new, being filmed with cooperation of TWA which gets in plenty of plugs for its big Constellations.

Plot is a spy thriller, with the FBI after a man who is selling Government secrets to a foreign power. A State Department courier is murdered at the opening and his sealed orders lifted. Principals then board a plane for the Coast and as the air miles tick off sundry characters are brought on. There's a precoclous moppet bothering passengers with her songs; a jewel thief trying a getaway; an eloping couple; the agent for the foreign power; the spy and his girl friend; an absconder; an attractive hostess and the Granan

couple; the agent for the foreign power; the spy and his girl friend; an absconder; an attractive hostess and the G-man.

'The spy is bumped off high in the sky, and Richard Travis takes over in his official capacity as the FBI-er to sort out the varied suspects and get his man. Willam Berke's direction keeps the pot boiling at a good clip before bringing on the gun-blazing climax when justice is served. Travis does an expert, likeable chore as the G-man and Pamela Blake is the comely hostess. Rochelle Hudson and Gaylord Pendleton are the crooks while Steven Geray gets off the foreign power agent in okay fashion. Others rating mention include Greg McClure, the thief, Michael Whalen, the absconder; and Herburt Evans. Anna May Slaughter is the moppet on the lookout for a producer.

William Stephens works his way around a small budget to get the most value from the framework for the Maurice Tombragel script based on John Wilste's original. Photography is about average and editing contributes a fast 61 minutes.

Monaca Santa (The Holy Nun) (SONGS)

(SONGS)
Vela Film release of Romans Film (Fortunato Misiano) production. Star Eva Nova; features (Cesare Danowa. Tial Lattanzi, Bririco Glori. Directo di Palmetel, Figure (Sorten) (So

Of the soap-opera genre, "Monaca Santa" won't hit its stride until it reaches subsequent runs, especially in southern Italy-for which area it's principally intended and where it will earn back most of its coin. Elsewhere the going will be slow.

Naples is pic's locale, and there are plenty of songs of that city (sung by Eva Nova) to keep local audiences happy. Story, acting, and other credits are on a par with the film's very modest budget.



CLIMAXING 25 YEARS OF ACHIEVEMENT!

Last week the M-G-M Studios rushed a work print of "Battleground" to New York and within a few hours the picture was put on the screen for Preview without preliminary notice at Loew's 72nd Street Theatre, a typical neighborhood house.

Motion picture history is in the making! The audience response, identical with earlier Previews in California, set a new high. The Motion Picture Research Bureau in an audience survey recorded the top mark of enthusiasm of all the many Big M-G-M attractions previewed at this theatre.

It is a happy circumstance that in our Anniversary Year, a period when good product is sorely needed, M-G-M's remarkable succession of hits is now topped by "Battleground." This mighty attraction, aptly called "The Big Parade of World War II" will have its World Premiere in November. We wanted the industry to know the good news now, that the BIGGEST movie of many years is on the way!

M-G-M presents "BATTLEGROUND" starring VAN JOHNSON • JOHN HODIAK • RICARDO MONTALBAN GEORGE MURPHY with Marshall Thompson • Jerome Courtland • Don Taylor • Bruce Cowling • James Whitmore Douglas Fowley • Leon Ames • Guy Anderson • Thomas E. Breen • Denise Darcel • Richard Jaeckel • Jim Arness Scotty Beckett • Breet King • Story and Screenplay by Robert Pirosh, Associate Producer • Directed by WILLIAM A. WELLMAN • Produced by DORE SCHARY • A Metro-Goldwyn-Mayer Picture

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Inside Stuff—Pictures

Negotiations between the major film producers and American Society of Composers, Authors & Publishers on performing rights to ASCAP music are in complete abeyance. Talks had been held during the spring on ASCAP's demand that the producers start to pay for performing rights, as well as for recording rights, for which they had always paid in the past. Performing rights had been paid for by theatres until Judge Vincent L. Leibell in New York federal court ruled against the practice last year.

Failure of ASCAP to push for further negotiations with the producers is believed to result from the fact it is attempting to work out a consent decree with the Government on the anti-trust charges against it. Once this is arrived at, Society apparently figures it will be in a better position to negotiate with the film companies. No meetings have been held for several months and none is scheduled.

better position to negotiate with the film companies. been held for several months and none is scheduled.

Tying in with the current venereal disease educational campaign being waged by cities and states in cooperation with the U. S. Public Health Service, is a 30-minute documentary turned out by the Southern Educational Film Production Service for the state of Mississippi. Tagged "Feeling All Right," the short is based upon Negro life in Mississippi's delta country. Cast'is composed of non-professionals. Picture is being distributed by the Communications Materials Center of the Columbia University Press. University Press.

Jerry Pickman, Paramount's assistant pub-ad chieftain, is in Chicago until the end of the week to set plans for Cecil B. DeMille's three weeks of travel with the Ringling Bros.-Barnum & Bailey Circus. DeMille Joins the circus Friday (5) to get background for pic which he'll produce for Par. Pickman's assignment to the circus chore makes it something of a family affair, since his brother, Milton, Coast agent, sold the rights to Par.

Warner Bros.' eastern executives must get over 20 releases from places and personalities mentioned topically by Milton Berle in "Always Leave 'Em Laughing," his first at the studio. Almost daily he ad libs names and places like Rodgers & Hammerstein, "Oklahoma!", Lindy's, the Famous Door, Leon & Eddie's, etc.

One-pic-a-year deal for five years that Miriam Howell of the Paul Small agency recently set for Margaret Sullavan at Columbia calls for \$60,000 for the initial film with an escalator that goes to \$100,000 for the last. First pic may be "No Sad Songs" in the fall.

May Delay Film Fest

months of preparation is little time to get all the booking details set, exploitation and the thorough plugging job that is necessary to insure the festival's maximum effective-

Allowing two months to do this Allowing two months to do this chore would push the starting date back to Nov. 1. And if the festival ran 60 days from then, it would be carried into December and the pre-Christmas period. Distribs have a traditional and understandable retraditional and understandable reticence about releasing top product before the holidays. That pushes the whole deal off until next year, with a possible start at Christmas. It has been suggested that the festival might be put in the form of the industry's Yule present to America and it could be carried on through January and February. on the momentum generated during the holiday season. Post-holiday is usually slow and the festival night give it a hypo. give it a hypo.

Toppers see the plan taking the Toppers see the pian taking the form of territorial splash preems, which are easier to set up than nationwide openings and can be more effective through the concentration of publicity and exploitation. They also eliminate the expense of doubling the usual numeroes of doubling the usual numeroes. pense of doubling the usual number of prints, as suggested by Sullivan, although this didn't appear to be a particularly stiff problem at Monday's New York session.

While it went unmentioned at the meeting, decision to push off consideration of the plan until the Chicago conclave undoubtedly resulted from fears in the minds of some exces that cooperation of the Allied States Exhibitors Assn. some execs that cooperation of the Allied States Exhibitors Assn. might otherwise be sacrificed. While Sullivan and Ted Gamble, who called Monday's meeting and toastmastered it, were acting as private individuals, they are both TOA officials. Because of the Allied and TOA it was thought better to let the festival plan grow out of the industry-wide Chi meet and thus climinate the stigma, as far as Allied is concerned, of a TOA label on it. label on it. Interim Group Due

Sullivan has steadfastly main-tained that the scheme is a flexible one and subject to any changes the

tained that the scheme is a nexible one and subject to any changes the industry wanted to make, so is accepting the revisions without resistance. He has promised to name an interim committee to work out details into tangible form for presentation at Chicago.

RKO prez Ned E. Depinet, who as chairman of the Motion Picture Assn. of America's exhibitor-community relations committee, is largely responsible for the Chiconclave, pointed out that the success of that meeting might be endangered by setting up a festival plan now. He said he didn't want the council that will be set up in Chi to be faced with a preconceived program. ceived program.

Austin Keough, Paramount counsel, suggested that the promotion campaign last longer than a month or two. About 50 industry execs attended the New York luncheon session. They included distribs, attended the New York luncheon session. They included distribs, exhibs, tradepaper editors and reps of the Motion Picture Assn. of America and the Society of Independent Motion Picture Producers, as well as of TOA.

dependent Motion Picture Producers, as well as of TOA.

Among those present were Louis A. Novins, repping Paramount prexy Barney Balaban; Edward L. Hyman, Robert M. Weitman, Max Youngstein and Robert H. O'Brien, of Par; Abe Montague. Columbia; Charles M. Reagan, Si Seadler and Oscar Doob, Metro: William J. Heineman, Eagle Lion; Robert Mochrie, and S. Barret McCormick, RKO; Maurice A. Bergman and William Scully, Universal; Mort Blumenstock, Warner Bros; Edward L. Walton. Republic; Sidney G. Deneau, Selznick Releasing Organization; Al Lichtman and Ulric Bell, 20th-Fox; Arthur Sachson, Goldwyn; Robert J. Rubin, SIMPP; Sidney Schreiber and Taylor M. Mills. MPAA; Leo Brecher, Si Fabian, Edward L. Fabian and Harry Brandt, New York circuit operators and Herman M. Levy, general counsel for TOA.

Mark Stevens Subs For Johnson in Metro Film

Hollywood, Aug. 2.
Metro borrowed Mark Stevens
from 20th-Fox to take over the
job originally assigned to Van
Johnson in "Please Believe Me."
Johnson was switched to "The Johnson in "Please Believe Me."
Johnson was switched to "The
Big Hangover," in which he will
co-star with Elizabeth Taylor. Metro is hurrying "Hangover" to permit Miss Taylor to go on loanout
to Paramount Oct. 1 for the fenme lead in "An American Tragedy.

Team Audie, Frau

Hollywood, Aug. 2.
Audie Murphy and his wife,
Wanda Hendrix, will co-star for
the first time in "Sierra" at Universal-International, with Michel
Kraike as producer, starting

Aug. 14.
Miss Hendrix will play on loanout from Paramount. Murphy's
contract is shared, 50-50, by Paul
Short and U-1.

Jacobs Doing 10

Hollywood, Aug. 2. Busiest producer at Warners is

Busiest producer at Warners is william Jacobs, who was handed his 10th assignment, "The Girl From Paris,"
Shortly Jacobs will have six pix working at the same time. They were "The Candy Kid Levels,"
"Ghost Mountain," "Betrayal," are "The Candy Kid Levels,"
"Ghost Mountain," "Betrayal,"
"The Daughter of Rosie O'Grady"
and "Crashout," in addition to "The
Girl From Paris."

Baylor U. Film Would Raise Stadium Funds

Waco, Aug. 2.

Waco, Aug. 2.

World premiere of a home-made film calculated to raise \$1,000,000 for a - new football stadium was held here at Baylor U. Pic, titled "This is Baylor," was made on the school campus. It concerns a repentant father who visits the school following the death of his son; who attended Baylor when his school career was interrupted by

who attended Baylor when his school career was interrupted by World War II. Film was made under the direc-tion of Paul Baker, head of Bay-lor's drama department. Idea is to show pic to Baptists throughout the state, thus stimulating the needed fund. Baylor is a Baptist university.

ARNALL AND LESSING TO REP SIMPP IN CHI

Society of Independent Motion Picture Producers has named Its prexy. Ellis Arnall, and its v.p. and chairman of its exec committee, Gunther Lessing, as its official reps at the industrywide public relations meeting to be held in Chicago Aug. 30-31. Lessing is v.p. and general counsel for Walt Disney Productions.

SIMPP members voted to accept a belated invitation to the affair from the Motion Picture Assn. of America, which is sponsoring it, after word got out that it was miffed at not being asked to attend. MPAA's stand was that SIMPP was represented in that it was a member of the Motion Picture Industry Council, all-Hollywood body which is sending a delegation.

Ibsen's 'Hedda' to Be Produced by Ben Hecht

Hollywood, Aug. 2.
Ben Hecht will produce and
Charles Lcderer will direct "Hedda Gabler," to be filmed by the aa Gabler," to be filmed by the new indie company organized by Geraldine Fitzgerald and her hus-band, Stuart Scheftel, Miss Fitzgerald will play the title role and Scheftel will handle the bankroll.

2 Foy Documentaries

Hollywood, Aug. 2.
Bryan Foy will make two semi-documentaries as the first pair of his new assignments under

ducer contract at Warners.
Subjects are "The Dennis Story," scripted by Borden Chase, and "The Gold Smugglers," by Milton

BLOCKI YARN FOR WB!

Hollywood. Aug. 2.
Warner Bros. is dickering for rights to "Out of the Darkness," a story which author Fritz Blocki is currently preparing for book publication.

Story is a biog of a blind man who regains his sight through sur-gery 21 years after losing his sight.

Goldwyn-RKO

Continued from page 5

producers he was interested in financing balked at it and he himself thought it unfair to tag his name on someone else's picture.

In any event, Goldwyn has no In any event, Goldwyn has no prospective financing deals at the moment. Thus the point became academic and Goldwyn decided there was no use in further arguing. What he originally intended—and still is holding open to certain producers—is offering them every service but the actual creative one of producing a picture. He'd provide, studio, distribution and distribution supervision facilities, in addition to financing their productions. Objective was not to productions. Objective was not to show a profit on the financing op-eration, but to relieve the burden of overhead of the studio and of the extensive New York sales su-pervision, publicity and account-ing organization which Goldwyn maintains.

llughes balked at the producer' efforts to include the product of other filmmakers under the pact since Goldwyn's 20% fee is the lowest in the industry for distribution service. RKO makes little or no profit on it, but considers Goldware states. wyn a valuable asset for prestige.
Thus it is willing to accept other
producers' pix if they bear Goldwyn's name in order to take advantage of that factor,

Picture Grosses

SEATTLE

SEATTLE

(Continued from page 11)
big \$10,100 and ahead of second
frame.

Music Box (H-E) (850; 50-84)—
"Sorrowful Jones" (Par) and "Jigsaw" (UA) (5th wk). Big \$4,000.
Last week, great \$5,200.

Music Hall (H-E) (2,200; 50-84)—
"Home of Brave" (UA) and "Cover
Up" (UA) (3d wk). Down to \$4,000.
Last week, good \$7,400.

Orpheum (H-E) (2,600; 50-84)—
"Silver Lining" (WB) and "Last
Fling" (WB). Sturdy \$12,000. Last
week, "Girl Jones Beach" (WB) and
"Daring Caballero" (UA) (2d wk),
\$5,500.

"Daring Caballero" (UA) (2d wk), \$5,500.

Palomar (Sterling) (1,350; 40-65)

"Lady Gambles" (U) and
"Johnny Allegro" (Col) (2d runs)
and stage unit, "Gay 90's Revue."
Oke \$5,000. Last week, "Mutineers" (Col) and "Woman's Secret"
(RKO), (2d runs) plus Hawaiian Revue onstage, big \$7,800.

Paramount (H-E) (3,039; 50-84)—
"Not Wanted" (FC) and "Flaming Fury" (Rep). Okay \$8,500. Last
week, "House of Strangers" (20th)
and "Hold That Baby" (Mono), oke
\$7,200.

Roosevelt (Sterling) (800; 50-84)—
"Cover Girl" (Col) (3d wk). Good \$3,-500. Last week, \$5,000.

Laine Lifts 'Sand' Sock \$32,000 in Mild Buff.

Buffalo, Aug. 2.
Biggest news this week is the way Frankie Laine is boosting "Sand" to sock week at the Buffalo.
"Tulsa" also looks hot at the

"Sand" to sock week at the Buffalo.
"Tulsa" also looks hot at the
Century.

Estimates for This Week
Buffalo (Loew's) (3,500; 40-70)—
"Sand" (20th) and Frankie Laine,
Kitty Kallen, onstage. Great \$32,000 or over. Last week. "House of
Strangers" (20th) and "Daring
Caballero" (UA), nice \$14,000.

Paramount (Par) (3,400; 40-70)—
"Girl Jones Beach" (WB) (2d wk).
Down to nice \$7,000. Last week,
"Jones Beach" (WB) and "The Fan"
(20th), fast \$17,500 after Dennis
Day unit on stage with "Alaska
Patrol" (FC) hit sock \$13,000 in
2 days.

Lafagette (Basil) (3,000; 40-70)—

2 days.

Lafayette (Basil) (3,000; 40-70)—
"One False Step" (U) and "Ride,
Ryder, Ride" (EL). Mild \$9,000 or
near. Last week, "Doolins of Oklahoma" (Col) and "Lady at Midnite"
(Col) nice \$13,500

homa" (Col) and "Lady at Midnite" (Col), nice \$13,500.

Century (20th Cent.) (3,000; 40-70)—"Tulsa" (EL) and "Alimony" (EL). Trim \$14,000. Last week, "Mighty Joe Young" (RKO) and "Trouble Makers" (RKO) (2d wk), big \$10,500 big \$10,500

DENVER

(Continued from page 10) 1 "Crime Doctor's Diary" (C and

(Continued from page 10)
and "Crime Doctor's Diary" (Col),
same.

Esquire (Fox) (742; 35-74) —
"Calamity Jane" (U) and "Streets
San Francisco" (Rep) also Denver,
Webber, Slow \$2,000. Last week,
"Champion" (UA) and "Crime Doctor's Diary" (Col), \$1,800.

Orpheum (RKO) (2,600; 35-74)—
"Edward, My Son, (M-G) and
"Valiant Hombre" (UA). Mild \$11.
000. Last week, "Big Steal" (RKO)
and "Rustlers" (RKO), \$12,000.

Paramount (Fox) (2,200; 35-74)—
"Big Cat" (EL) and "Shamrock
Hill" (EL). Dim \$7,000. Last week,
"City Across River" (U) and
"Search for Danger" (FC), \$8,000.

Webber (Fox) (750; 35-74)—
"Calamity Jane" (U) and "Streets
San Francisco" (Rep), also Denver,
Esquire. Slim \$2,000. Last week,
"Champion" (UA) and "Crime
Doctor's Diary" (Col), \$1,800.

Blanke Producing Joan Crawford Pic

Henry Blanke was handed production reins on the forthcoming Joan Crawford starrer, "Man Without Friends," starting late this t Friends," starting late this onth at Warners.

Producer has four pictures com-

ing up. Others on his program are "Bright Leaf," "Victoria Grandolet" and "Ethan Frome."

SAG Rolls Down

Hollywood Aug. 2.
Screen Actors Guild is down to 6,533 active members, the lowest number in four years. Membership was 7,898 in 1946, 7,756 in 1947 and 7,008 in 1948.

Guild spokesman declared the recent clamor for "new faces" on the screen has not resulted in a rush of new members.

Guild spokesman declared the recent clamor for "new faces" on the screen has not resulted in a rush of new members.

'Number' Paces L'ville At Bright \$14,000; 'Lining' Lusty 8G, 'Gatsby' 12G

Lusty Oc, Louisville, Aug. 2.
Louisville, Aug. 2.
Top notch product is putting downtown houses back in the running this week despite temperatures in the 90's. Neat business in being turned in by "Look For atures in the 90's. Neat business is being turned in by "Look For Silver Lining" at Mary Anderson, State's "Any Number Can Play" is excellent and Rialto's "Great Gatsby" is okay. Week marks closing of three-week run of vaude shows at the National. Revue-type vaude, produced by W. H. King, was top notch, but healthy biz was not forthcoming.

Estimates for This Week

Estimates for This Week

not forthcoming.

Estimates for This Week

Mary Anderson (People's) (1,400;
45-65)—"Silver Lining" (WB) Neat
\$8,000, and possible h.o. Last
week, "Johnny Allegro" (Col),
\$6,000.

National (Standard) (2,400; 5085)—"Time, Place, Girl" (WB) and
"Crazy House" (Indie) (reissues)
plus W. H. King vaude revue on
stage. Modest \$6,000. Last week,
"Last Wild Horses" (SG) and "Idol
of Crowd" (FC) (reissue) plus
vaude, \$7,000.

Rialto (Fourth Avenue) (3,000;
45-65)—"Great Gatsby" (Par) and
"Strike It Rich" (Mono) Okay
\$12,000. Last week, "Sand" (20th)
and "File 649" (FC), \$11,000.

State (Loew's) (3,000; 45-65)—"Any Number Play" (M-G) and
"Henry, Rainmaker" (Mono) Gable
strong enough in "Number" for
nice \$14,000. Last week, "Wizard
Of Oz" (M-G) (reissue) and "Sccret
Garden" (M-G); slow \$10,000.

Strand (FA) (1,000; 45-65)—"
Illegal Entry" (20th) and "Arctic
Manhunt" (20th) Medium \$5,000.

Ats teach, "Red Menace" (Rep)
and "Flaming Fury" (Rep). \$4,500.

'Fountainhead' Very Big 15G, Port.; 'Geronimo' 10G

Portland, Ore., Aug. 2.
Two Warner pix are in competition to each other, "Fountainhead" at Broadway being hot but "Girl From Jones Beach" at Paramount looks just passable. "Stratton Story" still is coining money in third week at United Artists.

Estimates for This Week

Estimates for This Week
Broadway (Parker) (1,832: 50-85)
—"Fountainhead" (WB) and "One
Last Fling" (WB). Torrid \$15,000.
Last week, "Africa Screams" (UA)
and "Jigsaw" (UA), \$11,000.
Oriental (H-E) (2,000; 50-85)—
'Geronimo" (Par) and "Lonesome
Pine" (Par) (reissucs), day-date
with Orpheum Slow \$3,500. Last
week, "House of Strangers" (20th)
and "Forbidden Street" (20th),
\$3,800.

week, House of Strangers
and "Forbidden Street" (20th),
\$3,800.

Orpheum (H-E) (1,750; 50-85)—
"Geronimo" (Par) and "Lonesome
Pine" (Par) (reissues), also a Oriental. Good \$6,500. Last week, "House
of Strangers" (20th) and "Forbidden Street" (20th) \$7,500.

Paramount (H-E) (3,400; 50-85)—
Girl Jones Beach" (WB) and

"Girl Jones Beach" (WB) and "Clay Pigeon" (RKO). Passable \$10,000 or near. Last week, "Doolins Oklahoma" (Col) and "Arson, Inc." (EL), \$7,700

United Artists (Parker) (895; 50-)—"Stratton Story" (M-G) (3d k). Still big \$9,500. Last week. 85). wk). St

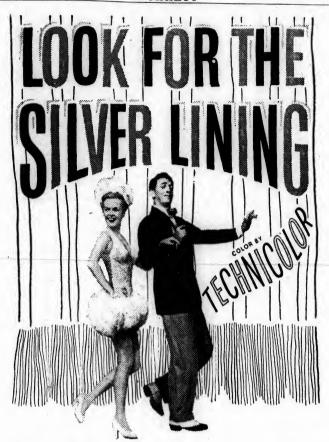
'Lining' 11G, 'Patch' 101/2G Spark Omaha's Upbeat

"Silver Lining" and "The Great Dan Patch" will wake up the box-offices at Paramount and Orpheum this round. "Colorado Territory" at Brandeis also looks solid. "Silver Lining" looks-standout with fancy session at Par session at Par.

Estimates for This Week

Paramount (Tristates) 12.800: 16-65)—"Silver Lining" (WB), Fancy \$11,000. Last week "Canadian Parcific" (20th), \$10,000.

Orpheum (Tristates) (3,000: 16-65)—"Great Dan Patch" (UA) and "High Fury" (UA), Okay \$10,500. Last week, "Outpost in Morocco (UA) and "No Minor Vices" (M-G, \$10,000. Brandels (RKO) (1,500: 16-65)—



After Radio City Music Hall's longest run of the year and biggest gross of the year Warner Bros. ring up the golden curtain nation-wide!



Pix Reeking With Nostalgia As

By MIKE CONNOLLY

Clara Bow, Gloria Swanson, Harold Lloyd, Mack Sennett, Buster Keaton, Erich Von Stroheim-the news from Hollywood these days reads like the good old days. Reareads like the good old days. Rea-son for it all is the sentimental kick upon which studios are cur-rently embarked, sparked by the success of Metro's 45-minute dose of nostalgia. "Some of the Best," with Jean Harlow, Marie Dressler, John Gilbert, Greta Garbo, Ramon Novarro, Joan Crawford, Clark Gable, John Barrymore, Wallace Beery, et al. Beery, et al.

Miss Bow is mapping her come back via a strawhat stint at Santa Fe, N. M., this month in "Personal Fe, N. M., this month in Appearance." Von Strohelm and Miss Swanson, along with Gertrude Astor and a string of other old-timers, are sharing costar billing with youngsters Nancy Olsen and William Holden in the Charles Brackett-Billy Wilder paean to Holdwood's diaper days. "Sunset lywood's diaper days. "S Boulevard" at Paramount.

Boulevard" at Paramount.

Lloyd and Sennett are hitting the comeback trail mostly via relissues, although Lloyd is also in Howard Hughes' backlog in "Mad Wednesday" on the RKO shelves. It's figured the actor's newly-dubbed "Movie Crazy," first release by the Charles Casanave-Neil Agnew Motion Picture Sales Corp. will pave the way for reception by the younger generation of filmgoers of Lloyd in "Wednesday."

Mack Sennett

Mack Sennett

Sennett's contribution is a film made up of clips from some of his old comedies, which Eagle Lion will release. Sennett, a thesp him-self before he turned producer-diself before he turned producer-di-rector, will appear in some new footage, and there'll be glimpses of a toupee-less Bing Crosby, Donald Novis, Phyllis Haver, Marie Pre-vost, Mabel Normand, the Misses Dressler and Swanson, Louise Fa-zenda, the Keystone Kops and other Sennett alumni.

Keaton will be seen in 20th-Fox's
"You're My Everything." a George
Jessel original that reminisces
fondly about the days of the silents. Big name star of yesteryear, Ruth Clifford, is also in this picture.

Clifford, is also in this picture.

Another big-budgeter about the days of 40-foot Rolls Royces, which haven't proved too popular a subject for film-makers recently, is 20th-Fox's "Dancing in the Dark," in which William Powell plays a broken-down silent star who makes somewhat of a comeback. Also in the film, which co-stars Betsy Drake and Mark Stevens with Powell, will be oldtimers Sid Grauman, Adolphe Menjou and Jean Hersholt. Hersholt.

Other vets who'll be seen in x are Polly Moran in Metro's Adam's Rib," Spencer Tracy-Kath-"Adam's Rib." Spencer Tracy-Katharine Hepbura starrer: Heine Conklin, Hank Mann and Betty Blythe, in Monogram's "Jiggs and Maggie in Jackpot Jitters;" Lewis Stone, only actor under contract at Metro who has been there for the entire 25 years of the studio's history, in "Key to the City."

tory, In "Key to the City."

Also Leatrice Joy in Columbia's "Air Hostess;" Julia Faye in Paramount's "Red. Hot and Blue," Betty Hutton-Victor Mature starrier, Mae Marsh in 20th-Fox's "Front and Center," football yarn co-starring Dan Dailey-Colleen Townsend, Corinne Calvet, William Demarest and Evelyn Varden; and William Bakewell, who'll play a featured role in Niven Busch's "Daybreak," for United Artists. Latter thereby will be reunited "Daybreak, for United Artists.
Latter thereby will be reunited
with Lew Ayres, with whom he first
appeared in "All Quiet on the
Western Front" back in 1929.

And then there's "The Life of Rudolph Valentino," which Eddie Small swears up and down he'll put before the cameras sometime this year. Or next.

Par's Pro-Fabian Pitch

Paramount is producing a special short in hon-cuit's 35th honor of the Fabian cirsnort in nonor of the Fabian cir-cuit's 35th anniversary. Par's friendly overture is being made because the Fabian chain is label-led as the company's first cus-tomer. Group of theatres signed the first contract pic, Aug. 8, 1914. ract for a Paramount

Briefie is to be shown in every Fabian house during the month of

Continuing its gain of the first quarter, Technicolor scored again for the six month period ended June 30 when the tinting com-pany's net take hit \$1.147,720 against \$880,832 for the equivalent period of 1948 Second-quarter period of 1948. Second-que profits amounted to \$483,970. Second-quarter

Equivalent per-share earnings totalled \$1.25 on outstanding common against 96c in the previous

Brit. Quota Slice

altered substantially. In the combines it is generally reckoned that an average British picture will take least 15% less at the boxoffice that an equivalent Hollywood production. Among the independents the difference is much greater and the figure is quoted at around 3315

Although J. Arthur Rank has maintained silence on the subject, prominent industry toppers believe that he now shares the general exthat he now shares the general exhibiting view that the present quota is completely uneconomic and that in consequence he is prepared to support the forthcoming

agitation.

Sir Philip Warter, Associated British topper, recently hinted that his circuit was having quota difficulty in regard to the three-day situations. The ABC circuit has around 200 such theatres and at least 20° will be defaulting on their quota. They've maintained their quota, particularly for supporting programs, with a lot of resissues, but the cost involved would certainly not justify following the same procedure next year.

Small-Seaters

Continued from page 5

others are urging the proposal heothers are urging the proposal be-cause they are currently suffering from acute shortage of product. These small-seaters, some of which were formerly newsreel houses, have been depending on a dwin-dling supply of British and foreign-language pix. Operated as first-runs, these flickeries are without the economic strength to bid for new Hallywood-made by these. new Hollywood-made pix. Hence, their current dilemna,

As a result, pitch was made sev-As a result, pitch was made several weeks ago to several sales toppers. It is understood, the chains have been promised that consideration will be given to the plan which could spread to a number of situations throughout the country.

country.

In some Instances, it is said, the features could be pulled from the library without the need of making new prints. Art houses, in turn, would guarantee first-run bookings. If any of the pix caught on big, majors would be able to rush out a larger number of prints to take advantage of the boom.

'Cycles' Wave

Conlineed from page 3=

Fox); "Yes Sir. That's My Baby" (Universal); "In the Good Old Summertime" (Metro); and "Top o' the Morning" (Paramount).

Big beef is that spacing of these musicals is complicated by the insistance of distribs that their films be played as soon after availability as possible. Pressure by the distribs is currently helghtened because of drives to liquidate playdates at the earliest possible moment. Several large circuits have recently fended with the majors on this score. Big beef is that spacing of these

Circuit ops claim they have just merged from a prior cycle and re now being hit by the avalanche musicals. Last cycle was that westerns. Theatres, it is said. of westerns. Theatres, it is said, had to digest in a short period of time "Whispering Smith." "Yellow Sky." "Streets of Laredo." "Canadian Pacific." "El Paso." "Colorido Territory" "The Yonnear Brothers" "Red Canvon." "Tulsa" and "South of St. Lonis." B.O. Champs

Oldtimers Crowd Back on Screen

MIKE CONNOLLY

Hollywood. Aug. 2.

Bow. Gloria Swanson, Hard, Mack Sennett, Buster Erleh Von Stroheim—the om Hollywood these days are the good old days. Reapany's net take hit \$1.147.720 against S880.832 for the equivalent money were widely split up among five pictures. These were topped five pictures.

money were widely split up among five pictures. These were topped by "Mighty Joe Young" (RKO) and followed by "Red Menace" (Rep). "Happens Every Spring" (20th), "Home of Brave" (UA) and "Edward. My Son" (M-G). Besides "Silver Lining," which got into the Big 10 during July brightest newcomers appear to be "In Good Old Summertime" (M-G) and "You're My Everything" (20th). Also showing possibilities, on the basis of its initial date at the N. Y. Paramount, is "Great Gatsby" (Par). To a lesser degree, "Lost Paramount, is "Great Gatsby' (Par). To a lesser degree, "Los Boundaries" (FC) and "Dan Patch" (IA) hip future potentiallies Boundaries" (FC) and "Dan Patch" (UA) hint future potentialities. "Great Sinner" (M-G) on its first playdate at N. Y. State did not show great strength but appears to have been badly spotted in this house, with the real test yet to come.

"Sand" (20th), which obtained several bookings early in July, hardly measured up to expecta-tions, with too many lukewarm

hardly measured up to expectations, with too many lukewarm weeks to get it far in the running. The month saw a surge towards comedy vehicles and lighter fare. The former yen carried "Africa Screams" up to fourth place nation-wide for one week. The urge for lighter fare also was a big help to "Jones Beach."

"Not Wanted" (FC) brought in some nice grosses at the end of the month without creating too much excitement. Lack of boxoffice names, despite it being a sex pleture, probably hurt.

office names, despite it being a sex pleture, probably hurt.
"Red Shoes" (EL) continued its extended-runs in many keys, holding up remarkably well, despite the hot weather at the N. Y. Bijou, where it now is in its 41st week.
"Joe Young." which captured fifth position one week, looks like

fifth position one week, looks like the exploitation picture of the month, doing sensational business in the few scattered spots where opened. Big trade is credited with coming from the extensive circus-ing of the production, "Home of Brave" (UA) and "Champion" (UA) both continued year well.

ng of the production. "Home of Brave" (UA) and "Champion" (UA) both continued very well.

The way in which reissues registered nice coin caused plenty of trade comment. Possibly the best showings were made by the RKO packages of "Gunga Din"."Lost Patrol" and "Dumbo"."Saludos Amigos" as well as by Metro's "Wizard of Oz." "Lonesome Pine" (Par) and "Geronimo" (Par). Amigos" as well as by Metro's
"Wizard of Oz." "Lonesome Pine"
(Par) and "Geronimo" (Par),
"Tulsa" (EL) and "Streets of
Laredo" (Par) both chalked up

Quota No Help

which starts next June 14. icans were hoping that the British situation in general would have improved sufficiently by the time contract was reopened to up take which the government permits.

The negotiations now appear likely to be nothing more than going through motions. The Americans will fight for the hest possible deal—including a reduction in or elimination of the quota—but the most important thing—remittances —seem unlikely to show improvement. There is objection to the quota as a matter of principle and bitterness because the British raised it after making the \$17.000.000 agreement. Americans maintain that since the English already limited remittances, they negotiations now maintain that since the English al-ready limited remittances, they were putting the double whammy on by also instituting a high quota. That's all the more reason for re-strained glee that the quota has failed to prove effective. Final straw in forcing Wilson to

seek a lower quota from Parliament is formal representations made by the Associated British Circuit—one of the three major chains—pointing out that it will not be able to meet the figure. Strong possibility is seen that the two Rank circuits—Otieon and Gaumont-British—may be faced with the same problem.

Only 69 British features were registered for the year ending last March 31 and many of those were of doubtful quality. seek a lower quota ment is formal r from Parlia

Jessel's Chi Time-Table Ballyhoo Sked; Giving His All for 'Everything'

Chicago, Aug. 2.
Pointing up the heavy exploitation campaigns show biz now uses to hypo the b.o. is the "you-can't-waste-a-minute" timetable worked out for Georgie Jessel for the three days prior to his opening at the Orlental here Thursday (4).
Arriving in Chi Monday morning, Jessel appeared with Leo Durocher and Fenetic

Arriving in Chl Monday morning, Jessel appeared with Leo Durocher and Frankie Frisch on the baseball telecast over WBKB. Following that was a quick trip to the racetrack to present a cup to the winner of the handicap, then a press conference at 5:30 p.m. plus a dinner tendered by Ernie Byfield, of the Sherman and Ambassador hotels.

Today (Tues.) the comic appeared on ABC's "Breakfast Club," attending the Railroad Fair which staged a Jessel Day, and was feled at a press cocktail partly with Anne Baxter, star of 20th-Fox's "You're

at a press cocktail party with Anne Baxter, star of 20th-Fox's "You're My Everything." at the Sherman. Tomorrow (Wed.) he goes on ABC's "Welcome Traveler" and then plays three shows at Milwaukee's Palace. Thursday ayem will start with a parade sponsored by the Windy City. And then he'll start five-aday at the Oriental, he says, "if I'm still living."

DIVESTITURE DISMISSAL DENIED TO WB IN PHILLY

Philadelphia, Aug. 2.
An order denying Warner Bros.
plea to dismiss a divestiture motion
of William Goldman Theatres. Inc.,
was issued Saturday (30) by Judee
William H. Kirkpatrick in U. S.
district court here.

The Goldman motion, filed Feb 25, asked the court to compel Warners to dispose of its first-run houses here or be prohibited from exhibiting films of other defendants. The motion claimed the plaintiff had no equal opportunity to negotiate for all films so long as Warners controls its own theatres to show new films.

to show new films.

The New York expediting court recently ordered divesture in the Government suit against the same defendants.

Overseas Prod.

- Continued from page 5 20th-Fox's "Night and the City,"

in London.

Others set to go within next five weeks are "21 Bow St.," which Sam Engel will put before cameras in London for 20th-fox; Hal Walls' "September," in Italy; Metro's "The Miniver Story," in London: Boris Morros' "Tale of Five Cities," in London: Boris Morros' "Tale of Five Cities," in London, for Federal Films.

London, for Federal Films.

Also belng activated are pair of Roy Rogers' starrers, which Republic will make in early fall in Britain; Metro's "King Solomon's Mines," to go in Kenya Colony and Belglan Congo, in mid-October; two untitled Allied Artists films, to roll in England, and very likely several Charlie Chans which Monogram is planning for English production. Universal - International expects to launch a couple at least in England during next few months. months.

Walter Wanger is another indie producer with foreign plans. He will do "The Duchess of Langeais" "The Ballad and the Source either France or Italy, with and calling for former's start

Far Away Places

On other side of the world. Metro will do "Tahlti" on that island, and Mikel Conrad will do an untitled adventure film on same island. Both will be made with frozen

francs.

Still another overseas Metro undertaking will be "An American in Parls," produced in Paris, Casey Robinson recently compfeted exteriors for "The Big Fall" in Paris for 20th-Fox. Edgar Ulmer directed "Pirates of Capri" in Italy, winding up several months ago.

Additional American films shot and completed abroad are Warners' "The Hasty Heart," made in Britain; 20th-Fox's "I Was a Male War Bride," shot in France, Germany and England. Lewis Allen and Franchot Tone co-produced "The Man on the Eiffel Tower," in Parls, with RKO slated to release. John Auer made "The Avengers" in Argentina.

Better Pix

Continued from page 3

pensive properties durin economy era that began a of years ago. during

Par is understood to have de-bated the expenditure, and like-wise that for rights to film the Ringling Bross, Barnum & Bailey circus, for some time. It was then decided that the outlays should be made in the Interest of having the best possible product during the early stages of divorcement.

Expenditure for "Detective Story" was \$280,000 plus \$17^12'c'_0\$ of the gross after 1.9 of the negative cost has been recouped. Circus rights cost \$150,000 plus a percentage. In both cases, the high cost of story rights means big, expensive budgets and pictures that will have to be heavy grossers to get the company off the nut.

Par Desires 'Street Car'

In addition to these two expensive properties already acquired, Par is known to be much interested in "A Street Car Named Desire." Tennessee Williams' Jongrunning Broadway legit hit. Failure to interest any studie in the running Broadway legit nit. Fail-ure to interest any studio in the property at the approximately half-million dollar price originally asked for it has served to reduce the price tag somewhat, but it will

the price lag somewhat, but it will still be an expensive purchase. Par now has the "Street Car" buy under consideration. It will depend considerably on the sched-ule of director William Wyler, who wants to make it, whether Par will go into further negotiations with Williams' agent on price. Giving further indication of Par's intention of making histoir

Giving further indication of Par's intention of making biggies at any cost are reported negotiations by the company to get Spencer Tracy for the lead in "Detective Story." It was originally purchased for Alan Ledd or Ray Milland, but studio heads are now said to be attempting to make a deal for the Metro star.

RKO's policy on picture budgets following divorcement has not

RKO's policy on picture budgets following divorcement has not been clarified. However, a pattern may take shape now that Howard Hughes has officially taken over as production chief. 20th-Fox may certainly be expected to emulate Paramount in going in for heavy-budgeters to meet the competition when its hig National Theatres when its big National Theatres chain is separated from it. Veepee Al Lichtman made that clear only last week in a talk to visiting cir-cuit pub-ad chiefs when he told them "divorcement may be a blessing in disgulse."

Agnew's Pix

Continued from page 7 =

in English, while the others will be done with French casts with English dubbing. MPSC has also acquired distrib rights to all of Pagnol's old films for a three-year period, following expiration of contracts with Siritzky Interna-tional.

Agnew stated that American production abroad has had to buck production abroad has had to buck some difficulties but Hollywood methods are gradually making their impact in European production circles. Studio facilities and technical personnel on the Continent are firstrate, especially in Rome, and the influx of American producers, directors and stars in Europe today promises to result in a brand of realistic, yet entertaining films wanted by U. S. filmgocrs, Agnew asserted.

Other pix which MPSC will release include a Technicolor version of "Carmen," to be produced in Rome's Scalera studios by Baratello, who did the early version of "Ben Hur." Another operatic pic will be "Pagliacci," directed by Mario Costa and starring top Italian opera singers. Hollywood difficulties but

Mario Costa and starring top ian opera singers.

Serles of pix to be made abroad in English will include a William Dieterle production now shooting in Italy with Miss Magnani, Ger-aldine Brooks and Rossano Brazi.

aldine Brooks and Rossano Brazi. Already completed. Agnew stated, is "The Street of Fallen Angels" with Maria Montez, Jean-Pierre Aumont and Lilli Palmer. A George Raff starrer, "Cairo." will also be made for MPSC release together with the "The Thief of Venice." "Paradise" and "Queen of Sheba." latter starring Maria Montez with shooting to roll in November. Another French pic. "Chartreuse de Parme." starring Michele Morgan and George Philippe, will be dubbed in English for U. S. release.

The most powerful screen excitement of the year!

A story of bold men...
fiery women...played
against a background
of adventure...intrigue

...drama...in the World's

hottest danger zone!

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Stephen McNALLY

word in the Desert

with JEFF CHANDLER . PHILIP FRIEND . HUGH FRENCH . LIAM REDMOND

Directed by GEORGE SHERMAN • Written and Produced by ROBERT BUCKNER

Clips from Film Row

R. N. Wilkinson upped to Universal branch manager in Memphis, replacing R. P. Dawson, who has gone into business on his own. Wilkinson has been with U since 1941.

BUFFALO

George A. Mason, former manager of Shea's Great Lake for 15 years, becomes house manager of Twentieth Century this week, succeeding Jerry Cavanaugh, Mason began in show business with the Shea organization in 1920, having been manager of the Hipp, North Park and Kenmore. He also managed the Century when Shea operated house.

CHICAGO

CHICAGO

Prez Steve Broidy heads a contingent of Monogram and Allied Artists execs due here for national meeting of franchise holders and branch manager at the Drake hotel Aug. 5-7. Others en route to the session are Harold Mirtsch. veepee; Harold Wirthwein, western sales manager; Howard Stubbins. Coast franchise holder; M. J. E. McCarthy, Los Angeles exchange manager, and L. E. Goldhammer, eastern sales manager. Latter held pre-conclave confabs with Broidy here. Three-day meet will be highlighted by an announcement of the companies' 1949-50 production slate. Sales policies will also be worked out. Those attending from the New York homeoffice will be Edward Morey, veepee; Morey Goldstein, general sales manager and Lloyd Lind, supervisor of exchanges. Aside from numerous franchise holders, managers of Monogram's 31 exchanges will also be on hand.

National Dealers annual convention opened here with 2,000 registered, increase of 25% over last year.

Allied theatres operating 98 theaters in over 50 towns is spending \$25,000 in public relations campaign to encourage attendance.

Milford theatre, northside nabe, reopened July 30 after extensive. Cecil B. De Mille and Ben Hecht in town with Ringling Bros. cireus.

reopened July 30 after extensive remodeling.
Cecil B. De Mille and Ben Hecht. In town with Ringling Bros. circus, getting background material for film.
Woods, Essaness house, grabbed off "Jolson Sings Again" for midwest preem Aug. 19. Picture will have \$1.25 top nights, first advance admission film here since "Joan of Arc." Preem will be preceded by \$10 ticket benefit for Cancer Fund with Jolson Rying in for the occasion. George Jessel, who will be headlining at Oriental, nearby house, will m.c.

house, will m.c.

Balaban & Katz officials gave a
Iuncheon for Abe Platt, who takes
over the duties of northside super-

DALLAS

PALLAS

Recent formation of an "arty" film club in Port Arthur. Tex., has prompted the operator of a local theatre to adopt a new policy of occasional bookings of foreign and documentary films, heretofore not available in this area. Move resuited from an agreement between the newly organized Cinema Guild and Charles Brent, co-owner of the Village theatre, under which the Guild will guarantee the house's profits when the "off-beat" pix are shown.

Cinema Guild membership will attempt to sell these films to general filmgoers via its own publicity campaigns. Guild is a non-profit outfit which has taken its cue from several thousand other such art clubs existing in the U.S. Unusual feature of this club, however, its tieup with the local commercial exhibitor.

Passing of the hat among Texas

Passing of the hat among Texas Passing of the hat among lexas theatre patrons will be revived Aug. 11-17. It will be a relaxation of the no collection rule for benefit of Texas pollo sufferers.

Harry Cook, an usher at the Texas San Antonio suffered a be revived a relaxation

of Texas pollo sufferers.

Harry Cook, an usher at the Fexas, San Antonio, suffered a proken leg when he fell 15 feet from baicony, lie was dusting the balcony railing when he lost his subance.

balance.
Paul Short, indie visiting here,
arranged with Interstate Circuit
for a hig world preem of his "Kid
From Texas." it will have midnight
shows in 25 local downtown and
abe houses Oct. 8. He will have
Audie Murphy, star of film; Gale
Ftorm Albert Dakker and others

ing Mr. and Mrs. Biliy Mayes, have moved to a similar spo

have moved to a similar spot at Tulla, Tex. Jefferson Amus. Co., shuttlered the Liberty at Beaumont for re-decoration and remodeling. Project is expected to take three months.

ST. LOUIS

R. E. Carney Theatres, headed by Rowe E. Carney, former Mayor of Rolla, Mo., lighted its new Rowe, 600-seater in Rolla.

500-seater in Kolla.
Elbert Butler, Hillsboro, Ill., and his brother, Homer S. Butler, Jr., Centralia, Ill., who own picture theatres in Southern Illinois towns, signed lease on a 10-acre site near Centralia for 500-car drive-in.

drive-in.

Construction of new 500-car drive-in near Carthage, Mo., is nearing completion. W. D. Bradfield and V. F. Haremore, both of Carthage, are co-owners.

Southern Enterprises, Inc., which has been operating the New Vernon, 551-seater, Mt. Vernon, Ill., for 17 years, purchased house from Lee L. Hurley, Evansville, Ind.

Bloomer Amus. Co., which owns the Rex—and Ritz. Belleville, Ill., opened its—new 750-car drive-in south of town.

Lack of cooling system shuttered the Rex, Freeburg, Ill., for the summer.

mer.
Second new drive-in theatre near
Sikeston, Mo., lighted by a syndicate headed by Ö. D. Clayton, M.
Ralph and S. Potashnick.
Chains of theatres owned by
Rowe E. Carney, former mayor of
Rolla, Mo., and Mildred Rauth
have been merged for booking and
buying purposes, with Miss Rauth
in charge of the new pact. Miss
Rauth's holdings include the 600seat Ritz, in Rolla and a number
of others in southern and southeastern Missouri. Carney, head of seat Ritz, in Rolla and a number of others in southern and southeastern Missouri. Carney, head of the R. E. Carney Theatres, Inc., owns two large houses in Rolla and others in St. James and Cuba, Mo. Miss Rauth succeeds "Buck" Lewis, general man manager for the Carne tion, who has been side lined by illness.

DETROIT

Wisper and Wetsman circuit en-tered drive-in field as construction of two ozoners got under way this

veek.
Dave Idzal, manager of Detroit's
'ox, ill for week with kidney in-

Dave Idzal, manager of Detroit's Fox, ill for week with kidney infection.

William Graham, former manager of Affiliated Theatres' President, jbined Midwest Circuit as relief manager.

Alex Schreiber, owner of Grand River and Gratiot drive-ins, retained Attorney Seymour Simon to obtain improved clearances for his theatres which now are playing third-run. Paramount, Loews and Universal aiready granted Schreiber second-run.

Thanks to Arnold London, David T. Roberts, manager of London's Plaza Theatre, was on probation for six months after he admittedly stole \$113 from house safe. Because only 22, London, who owns the theatre, would not prosecule Roberts for the theft. He also stays as manager and promises to repay the money.

CALGARY

Dawson Creek Theatres, Ltd., started work on a new theatre here to be ready in September. Will seat 600. Planning commission here reject-

ed a request by J. R. Diamond, manager of Sunset Drive-In Thea-tres, Ltd., for permission to estab-lish a \$50,000 drive-in theatre and

lish a \$50,000 drive-in theatre and cabaret. Felt site should be kept for residential purposes.

For better setting-up of new Saskatchewan drive-ins, directors of Saskatchewan Moving Picture Exhibitors meeting in Regina, formed a committee to help the provincial government draw up regulations to govern them.

H. B. Narfason building new theatre at Foam Lake, Sask.

Grand theatre, Regina, is having its interior facelifting, making it the third largest house there and room legit shows.

KANSAS CITY

Durwood circuit opened its first drive-in, The Skylark, in St. Joe July 25. It is one of three the circuit is building, the others be-ing in Jefferson City, Mo., and

Joplin, Mo., drive-in, Vern Peterson will take over this Tri-State drive-in, including it with theatres he handles at Baxter Springs for Commonwealth.

Commonowealth takes over management of Oriole, Unionville, Mo. House is owned by G. W. Summers. Circuit will shift Harold Mc-Cracken from Strand Creston, Ia., to manage. to manage.

ATLANTA

Harvey Smith, partner and general manager of Tower here, joined SuperVend Corp. of Dallas as organization's national theatre sales rep. He previously was with Georgia Theatre Co. and also Wilby-

gia Theatre Co. and also Wilby-Kincey chain. E. B. Price, salesman for War-ner's branch here, named branch manager for company's new Jack-sonville exchange center.

BOSTON

Ben Bebchick promoted to assistant to branch manager Benn Rosenwald at Metro. He was sales

Rosenwald at manager last year.
While here on his way to New Yacation, James C. parinpsnire to vacation. James C. Petrillo announced that a war against the 20% amusement tax is being waged by the American Federation of Musicians. He blamed the tax for slump in show biz.

RKO Theatres

Continued from page 3=

number of questions. According to Odlum's information on the proposal, the Mellon Bank of Pittsburgh is loaning Meyer, et al., \$4,000.000 of the \$5.574.120 to help close the deal. Mellon bank is the same institution that Hughes used to bankroll his acquisition of RKO cot trol last year.

\$250,000 Commission?

To add to that, Odlum was informed that Hughes has agreed to pay the Meyer associates a \$250,000 commission if their offer is met by Odlum or bettered by others. In form, the Odlum letter quizzed Hughes. "How come the Mellon bank which backed you is now backing Meyer?" Details on the commission, which the Atlas toper contends is lnvalid against him, were also demanded. Odlum strongalso demanded. Odlum strong ly indicated that he had no inten-tion of meeting the Meyer proffer but would go to the courts if it was accepted.

accepted. While Merrill, Lynch, Pearce, While Merrill, Lynch, Pearce, Fenner & Beane, Hughes' financial reps in New York, continued to negotiate with other interested parties, the Meyer offer appeared to be a firm one. As a binder, Meyer, who is on the Coast, has posted \$1,500,000 in escrow. Confusion, all the same, was apparent in N. Y. on whether the Coast negotiations were only talk and not gotiations were only talk and not a firm proposal.

Kingsberg Angle

Kingsberg Angle
On the Meyer side, recriminations appear to be directed mainly to Kingsberg, who has been allied with Odlum in previous dickering but is apparently operating sans Odlum with a syndicate at present. One of the big beefs is the claim that Kingsberg has been raising the necessary cash to bid for the circuit by seeking loans from machine vendors, concessionaires and others.

others.
On this side of the argument, it is said that the RKO theatre chief has been dickering to exchange future franchises on soda pop, candy and popcorn business for present cash backing. Kingsberg, it is asserted, is also seeking backing from Eisner & Lubin, accountants. While the beef is on, there is nothing in such actions which

ants. While the beef is on, there is nothing in such actions which could be considered illegal.

Allied with Kingsberg in the present manouvers are a number of outside parties. Julius Joelson, head of the Joelson circuit in N. Y... a participant as well as Albert Greenfield, big Phlladelphia

realtor.

Meyer reps, for their part, claim that their cash is derived completely from private sources. If so, the Odlum squawk would not be valid. Odlum is said to be aroused by size of the Mellon loan which he contends a bank ordinarily would not advance on such a deal as the RKO circuit purchase.

Under the terms of the Odlum option, Hughes agreed to give the Allas official eight days notice of

bound to the problem of the Palace at Silverion, replac
brown Lakes in will nave iniding in shows in 25 local downtown and make houses Oct. 8. He will have had be he will have had be had be option. Hughes agreed to give the Allas official eight days notice of outside offer "by disclosing tentatively its terms so that you may have opportunity to give adequate attention to such offer." Odlum from Lainer Richey.

J. H. Hotchkiss named manager of the Palace at Silverion, replac
of the Palace at Silverion, replac
of the Palace at Silverion, replac-

Keys Disagree on B.O.

has been so little to go by, however has been so little to go by, nowever, exchange managers say the rentals have been "too low," based not on the pictures' drawing power in the particular situation, but on the run which is the last. There's now a tendency to boost rentals with the

drive in operators, however, resisting the boosts.

No New Theatre Building

4. Aside from the drive ins. theatre construction in the territory has been slow since the war's end and only a small amount of it is has been slow since the war's end and only a small amount of it is currently in prospect. The consent decree has held back the Paramount circuit and high building costs have been a deterrent for independents. In some building lines these costs are hitting new highs. The Minneapolls city council is on record to refuse to issue licenses for new theatres because, according to North Centrai Allied contention, the city already is overseated. However, it let down the bars in two instances the past several years. One of the two new theatres allowed was to replace a shuttered house. In Twin City suburbs there have been three new atres allowed was to replace a shuttered house. In Twin City suburbs there have been three new theatres built since the war and several more are being readied for construction. Throughout the territory about 25 new, small theatres have been built. Minnesota Amusement Co. has rebuilt several theatres and spent a considerable sum on modernizations and improvements. The same goes for independents.

Both French and Berger agree that the candy concession business rises and falls with theatre attend-ance and the slump in patronage

ance and the slump in patronage is correspondingly reflected in edible sales.
6. French and Berger feel that product has lagged behind that of a year ago in quality on the a year ago in quality on the average. In French's opinion, however the product coming up is strong and will boost the boxoffice. He's optimistic on the score product.

Status Quo on Prices

Status Quo on Prices
7. In this territory there's no move afoot to revise admission scales up or down. With business holding up comparatively well, nobody is talking reductions, although North Central Allied is taking an active part in the fight for elimination of the wartime exceedingsion tax. The status quo for elimination of the wartime ex-cise admission tax. The status quo-likely is to prevail for some time here. Agriculture, on which the territory's welfare is mainly based, continues comparatively prosper-ous. As a result, the Industry's ex-hibiting end probably is better off hereabouts than in many other sec-tions. A good crop outlook also A good crop outlook also tions. A good buoys optimism.

8. There has been no shuttering of the tres this summer except in a very few isolated instances. Practically all the conventional theatres

tically all the conventional theatres along with numerous new drive-ins are running full blast.

9. Exploitation and advertising are on a continuously increasing scale and showmanship is the most in evidence of any time since before the war. French is a firm believer in salesmanship as a means of increasing grosses and he has the Minnesota Amusement Co. advertising and exploitation budgets at their highest level in recent years to combat the lowering boxoffice trend. office trend.

10. French says the toll taken by

10. French says the foll taken by outdoor sports and other competing attractions is about the same as in other years. These competing attractions vie with films for patronage and, of course, wean away a certain number of potential the-atre customers, he points out. Ber-ger declares the toll is greater than ever because throughout the terever because throughout the ter-ritory more small towns have had baseball park lighting plants stalled and there is more n baseball than ever before.

General Trend Has Been To Cut Film Clearances

At this time it appears that the At this time it appears that the most important industry develop-ments hereabouts are the agitation by neighborhood, suburban and other exhibitors for earlier avail-ability and the fight to obtain fil-rental reductions—a fight that's al-ways being waged, but that's now

ing to make demands for prompter availability. Berger still feels that clearance isn't a problem as far as drive-ins are concerned.

As far as drive-in film rentals are concerned, Berger says, it's a case of "getting all that the traffic will bear, the same as with conventional theatres." Because there are the resulting to the problem of the problem mands for it and for still greater concessions along this line continue to pour in on distributors, Before the consent decree decision, there was only one 28-day availability house, the Minnesota Amusement Co.'s local Uptown. ne Minnesota local Use Now a half-dozen independents and another affillated circuit house has that early clearance.

The earlier runs are costing the

The earlier runs are costing the independent and suburban houses substantially higher rentals than they paid for, but that doesn't seem to faze the affected exhibitors. Some of them, bidding competitively against each other, have boosted their film costs 200 to 300% higher, but they're going right on doing it. Efforts of North Central Allied to get the exhibitors to agree on some plan of staggering runs so as to eliminate competitive bidding have been unavailing tive bidding have been unavailing. The reason for this, according to Berger, is that the exhibitor selfishly or competitively, wants to have an advantage over his fellowexhibitor and is unwilling to forego

The present fight for lower film rentals is based on the argument that grosses are in a permanent downward trend and are off from their peak and that Hollywood duction costs have been cut, so that exhibitors are entitled to a reduction. Instead, Berger asserts, the distributors are demanding higher distributors are demanding higher prices for their product. As a result, exhibitors in the territory "are up in arms" and squawks are pouring into the organization's headquarters here. A board of directors meeting has been called to decide on a gourse of extinct to decide on a course of action

'Expendable' Suit Continued from page 1

trial, Judge Moore said that the verdict, \$65,000 actual damages and \$225,000 punitive, was largest amount ever given in a Missouri and \$225,000 punilve, was largest amount ever given in a Missouri court Involving personal injuries, invasion of privacy, libel or slander. The court also said, "the actual and punilive damage awards in an action of this sort are so excessive as to be necessarily the result of passion, prejudice and sympathy," aif of which moved him to grant the motion.

The picture, testimony deyeloped, showed Mrs. Walcher having a romance with Navy Lt. Robert B. Kelly during the last days before the fall of Bataan. She said this was untrue. Her husband, Miss. Walcher testified, was on Balsan at the same time, and although both were imprisoned by the Japanese, they did not meet until

panese, they did not meet until both were released and transferred

oth were released and transferre
o an Army hospital in Denver.
Another charge made in the sui
as Mrs. Walcher's "friendship
th Keily pictured in advet
sements as "flaming romans tisements as "flaming romance as real and tender as flesh and blood can make it." In addition to charging that her privacy had been invaded, Mrs. Walcher testified that such notoriety made her wiffer interestly. suffer intensely.

'Brave' in D. C.

Continued from page

have been no disorders of any

A Miracle, Brother!

A Miracle, Brother:

Memphis, Aug. 2.
Lloyd Binford, Memphis, censor, has okayed "Home of the Brave" for showing here. It opens at the Malco theatre later this month.
Binford's action came as a surprise in this very-much Jim Crow territory. Nixed in the past have been even "Our Gang" comedies which showed Negra and white kids playing together.

Nixed in South Africa

Capetown, Aug 2.
"Home of the Brave" has been ren the red light by South Africa "Ilome of the Brave" has been given the red light by South African censors. Highly touchy on racial questions, the government has refused to allow the anti-Negru discrimination pic to play in this

Decree Means Upped Rentals

ahead for the indies. This de-cision. Levy says, "opens the door to competition and, theoretically, is a wonderful thing. It puts the film business on the same basis as all other industries."

all other industries."

Then Levy inserts the big "but."
"From an independent exhibitor's view, and as a practical matter, this is a tough deai. Whether theatres will be able to live under this competition will be interesting to watch. I don't know whether they can stand the gaff from a rise of rentals caused by competitive bidding."

While the court dealers of th

While the court declared that theatre-by-theatre selling does not require competitive selling. Levy is convinced that the majors can only use that method as a safety only use that method as a safety measure against discrimination tharges. TOA expects to inter-decree hearings in an attempt to limit that form of prod-uct selling to situations where ex-hibs specifically ask for it.

hibs specifically ask for II. Exhibs are claiming that the entry of new coin into exhibition is already driving up the rentals past the profit point. Several examples are cited in which new theatre ops have boosted the price of film anywhere from 100%-300% to a drive to grab choire nix and in a drive to grab choice pix and drive their competitors out of

Distrib Tries to Protect

Distrib Tries to Protect
In the face of claims that competitive selling is threatening exhibition, distribs are maintaining that they are resisting any such development. One sales topper told Variety this week that "when we see two competitors murdering each other, we stop selling competitively and split our product." "When a circuit fights an indie for product, we know the possibiliproduct "When a circuit fights an indie for product, we know the possibili-ties," this sales exec continued. "The big chain wants to force the 'Bidie out of business—and then, where are we?"

Regardless of this sane approach, ndie exhibs declare that the general level of rentals is climbing steadily. The decree, they are convinced, can only speed that development to a disastrous point.

Entire situation is summed by Levy in his conclusion to the TOA bulletin: He says: "The major



PAT DONAHUE

LAUREL FILMS, INC.

JUDSON 6-0126

America, whose report this week beneficiary of this case was to be to TOA members sees dark days the independent exhibitor. That ahead for the indies. This de-was the motivating force behind exison. Levy says, "opens the door the action. Now that this 'industry case' is reaching out to the end of its long road, it is fitting to take inventory to determine how and whether the independent exhibitor

has been benefited.

has been benefited.

"If competitive bidding: if the elimination of licensing an entire season's product at one time; if the licensing of pictures one at a time; if the loss of treasured runs and clearances: if the loss of status as an old good customer; if the taking away of theatres from distributors and placing them in the hands of others who have no market to producers and distributors, divorced from exhibition, to produce and to distribute directly for television, since again, they will have no theatres of their own to protect; if the constant threat of cutthroat competition and the resultthroat competition and the resultthroat competition and the resulting fantastic increases in film rentals; if all of these things, and many others, are good, then the independent exhibitor has been benefited. These are the facts stripped of all hollow and illusory generalization. ties.

Lichtman

Continued from page 6 :

tures being produced today are as good as they were in any given period. But the preponderance of 'cheap pictures' that are thrown on the market by the hundreds to sup-ply the double bill houses far outply the double bill houses far out-number the A pictures and are dragging our business down and is the main cause of the hue and cry of bad pictures. We in the produc-tion and distribution field have no-means of stopping this. This con-dition can only be corrected by the exhibitors by discontinuing the showing of double features." showing of double features.

showing of double features."
In his pitch for higher rentals, Lichtman repeated his statistics showing the Big 5 actually lost more than \$16,000,000 in production and distribution in 1948, making their profits from their theatres. He pointed out shorts producers are now operating at a loss and most indie producers have disappeared from the scene. Thus, Lichtman said, producers actually are "the world's biggest gamblers." He conceded extravangances in production, but said "I do not know how to correct them." At present, he noted, there are 51 unions in the studios and, while star salaries are studios and, while star salaries are enormous, they cannot be reduced because of supply and demand.

because of supply and demand.
Thus, Lichtman said, "all of this
summed up means two things. One,
rewards in this industry should be
divided equitably ... Next, all of
us in production, distribution and
exhibitionmust work harder than us in production, distribution and exhibitionmust work harder than ever before, and must work in full cooperation and sympathy to one another's problems in order to at-tain maximum results with every worthwhile picture."

THE LOUIS DE ROCHEMONT

"Lost Boundaries"

BEATRICE PEARSON
MEL FERRER
A FILM CLASSICS RELEASE
AIr
nditioned ASTOR 45th St.

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CY REEVES

DAN DAILEY - ANNE BAXTER YOU'RE MY EVERYTHING'

A 20th Century - Fox Picture in Technicolor Variety Slage—Bob CROSRY - Sid STONE Ice Slage—Carel LYNNE - Arneld SHODA

ROXY Th Ave 4

Exhibs Alone Can Influence Better Pix Flow: Gamble

Theatre Owners of America board chairman Ted Gamble, de-claring that "divorcement is now a certainty," believes exhibitors are certainty," believes exhibitors are mainly responsible now for insuring a flow of quality product. Since the major studios will no longer be concerned with feeding films to their own theatres, he averred, exhibs must promote that product by getting the maximum business out of each film.

of each film.

Listing the problems that will follow in the wake of divorcement. Camble also predicted a good duture for the industry in a talk at the 20th-Fox homeoffice meet of theatre ad-publicity chiefs, based on his belief that the nation's economy is in a healthy condition. While noting that supply has caught up with demand in most industries—which he said is not unusual—Gamble declared the film industry is unique in that supply usual—Gamble declared the film industry is unique in that supply has never caught up with demand. "We have never been able to meet more than 60% of public acceptance for our product," he said. "We have customers ready, willing and able to buy all the good pictures our industry can produce."

Divorcement, he pointed out, will inaugurate competition among the inaugurate competition among the-afres throughout the country and he expressed the hope it would not be cut-throat competition, since 'that would be disastrous.' Among other problems resulting from di-vorcement. Gamble said reduction a "complete re-evaluation of selling methods." Many theatres which heretofore could depend on a prefrential run for the majority of their business will now be forced to do a better selling job. These exhibs, he said, will no longer have that psychological advantage to back them up.

back them up.

Gamble paid particular attention
to Industry public relations, declaring it is based on Hollywood conduct, picture content, exhibitor-distributor relations and Government
relations. That projected all-industry campaign, he said, can be "an
important milestone" but the final
solution to the problem still lies at
the exhib's door, at the community
level.

Small-EL

Continued from page 5

which is a major investor in Pathe and thus was active in the nego-tiations, is in Europe until Sept. 7.

Small's 200G in Valentino

Hollywood, Aug. 2.
Edward Small arrives here from N. Y. Friday (5) to put "Life of Rudolph Valentino" in work Aug. 15. He has completed senior Rudoiph Valentino in Work Aug.

15. He has completed script.

Walter Craig, a newcomer, will play the role. Small has over \$200,000 invested in the production, including a tremendous amount for work on screenplay. research, tests.

research, tests.

No release for the pic is set, but it is likely it will be Columbia, unless Small's Eagle Lion deal jells Declaration, by 20th-fox and by Jan Grippo, indie, that they consider Valentino material fair game and would produce pix about late star is believed, responsible for Small's gudden speedup Small's sudden speedup sible of production plans.

MPAA's Pitch

Continued from page 4 =

van, Theatre Owners of America prexy, of plans for a festival of big pix in October, the roster of titles ties in with that effort to promote biz. 20th-Fox showed evidence of a similar idea this week in issuing a lineup of fall and winter pix for a inneup of fall and winter pix for the Roxy, its Broadway showcase. Roxy managing director A. J. Bala-ban, under whose name the list was issued, was quoted as calling it "the most impressive lineup of interested 20th Confure, Fox films

it "the most Impressive lineup of important 20th Century-Fox films to play the house." Pix slated for the 20th flagship include "Slattery's Hurricane," "I Was a Male War Bride," "Thieves' Highway," "Father Was a Fullback." "Everybody Does It," "Prince of Foxes," and "Oh, You Beautiful Doll."

Divorcement Appeal in Air

all prices. Therefore, it is felt, it evitable and try to sell at the highest figure-which means as soon as possible. Balanced against this, of course, are the profits made from the theatres during the period while the litigation continues.

As for the television angle, it is feared that the producing companies will not be given channels or other facilities by the Federal Communications Commission as long as they are involved in antiiong as they are involved in anti-trust proceedings. Feeling by some industryites is that the three defendants would be better off giving up on the theatre fight and turning as quickly as possible to video as a potential source of in-

come.

All of the thinking on both sides is conditioned by the agreement that there is little chance of winning a reversal by the U. S. Supreme Court of the divorcement decision by the N. Y. special statutory court. All the attorneys agree that it is a simple matter to count moses on the high tribunal and, knowing the complexion of each man's thinking by his decisions in knowing the complexion of each man's thinking by his decisions in other cases, come up with the undeniable conclusion that the court will let the divorcement decision stand.

Court May Deny Appeal
Washington, Aug 2.
Belief in some indus, y quarters:
that the anti-trust suit against Loew's. Warner Bros. and 20thfox may drag on another two or three years in appeals is not generally held in Washington. Government sources generally feel that the Supreme Court would probably not take the case again. If the Supreme Court refused another appeal, then the ruling of the trial court would stand, and that would be the end of the matter.

Recent ruling of the New York court was hailed by the Allied States Association as a personal victory. A statement issued by victory. A statement issued by Abram F. Myers, Allied board chairman, declared in part:

"For Allied this is victory-total might be wisest to accept the in- and complete. Every legal argument Allied has advanced in favor of divorcement now has judicial sanction. Every benefit which Allied claimed would result from divorcement is in process of fulfillment

fillment ... "It is a great loss to the government, to the independent exhibitors and to the public that Robert L. Wright, who prosecuted the case so tenaciously, should have resigned before it was wound up. To him should go the honor of presenting to the court the final decree of divorcement and divestiture." It would be reassuring if Wright could be induced to return to the Department long enough to clean up these odds and ends."

Lab Union

Continued from page 7 :

prised by Walsh's move in view of his previous pledge to give supprised by Walsh's move in view of his previous pledget to give support to the union's exec board "in any move deemed necessary to obtain a settlement." The union had already proceeded with the printing of picket signs, renting of strike headquarters in strategic areas and organization of mobile squads to supervise and enforce the walkout. Mailed orders to all union members were already sent out before the strike machinery was stalled by the IATSE national leadership. leadership.

New negotiations are scheduled to reopen later this week with Federal counciliator J. R. Mandelbaum sitting in. The union is bypassing wage hike demands in favor of a 34-hour week, a welfare fund and severance pay clauses. These demands, however, have been met by industry objections that they are in no position to "increase costs at this time by even one-tenth of 1%," Top company exces will replace the present employer group in negotiating a new pact with Walsh and the local's committee. The agreement will be retroactive to June 19. New negotiations are scheduled



Produces a steedy, sharp, uniformly illuminated snew-

white spot.

Silvered glass reflector and two-element variable focal length lens system.

Draws only 10 amperes from any 110-volt A.C. convenience outlet. Adjustable, self-regulating transformer, an integral part of the base, makes the use of heavy rotating equipment unnecessary.

Easily operated. Automatic arc control maintains con-stant arc gap, free from hiss or flicker. A trim of carbons burns one hour and 20 minutes at 21 volts and 45 am-

Horizontal masking control. Can be angled at 45 degrees Color boomerang contains six slides in each direction. and ultraviolet filter holder.

Mounted on casters. Easily disassembled for shipping.

CITY & STATE



Please send free literature, prices and name of the nearest dealer in Strong Spottights,

NAME THEATRE STREET

Price-Slashing Finds Open-Enders Being Peddled for as Low as \$3

Chicago. Aug. 2. Price - slashing in syndicated open-end transcriptions reached new depths today with the announcement by George Roesler, sales veepee of Ital Tate Productions, of programs being sold for \$3 each. Most open-enders are priced with an eye to station's power, rate, and population served. Under Roesler's scheme, platters are sold for a flat fee, regardless of whether station is a peanut whistle or a 50-kilowatter.

Alexander McQueen's "Nothing But the Truth" is being peddled at \$3 for five-minute episodes, and \$4.50 for quarter hours. Smiley Burnette quarter hour open-enders are tagged at \$100 for 79 episodes. Also under the Tate banner are Frann Weigel's "When Day Is Done," "Tom, Dick and Harry," and "Yellow Kid Weil."

Latter has Weil himself closing dramatization with a spiel on "crime didn't pay."

Tate and Roesler feel that their new price policy will be a boon to

Tate and Roesler feel that their Tate and Roesler feel that their new price policy will be a boon to stations whose local advertisers can't afford the usual syndicated tap of \$25 or \$50 per program. Several outlets reportedly have expressed the intention of absorbing the disk charge to steer announcement buyers into thinking in terms of programs.

'People' Tues. Airer **Gets Sat. Repeats**

Chicago, Aug. 2.
When "People Are Funny" comes back on NBC Sept. 20 for Raleigh cigarets, it will be bolstered with a.m. repeat broadcasts over 17 eastern NBC outlets. The Art Linkletter show will air live from its usual Tuesday 9:30 p.m. apot, and repeat transcribed the following Saturday in the 9:30 a.m. slot in an effort to catch an entirely new audience.

Russel M. Seeds agency handling the deal has no intentions of staging the repeat shows on a nationwide basis, and has sold Brown & Williamson Tobacco on the idea of playing it cozy with the 40% population figures on the east coast. Renewal, effective for 52 weeks, goes into effect Sept. 6.
Seeds radio director Jack Simpson said the Tuesday p.m. and Saturday a.m. periods would reach entirely different audiences, which would justify the additional expense of the ditto airings.
Week before "People" returns.
"A Life in Your Hands" bows out as the Raleigh summer replacement. Mystery show folds Sept. 13," with no immediate prospects of finding another spot under the B&W banner.

of finding another spot under the B&W banner.

AUTRY MAY GET CBS TO SWITCH IN PHOENIX

Chicago. Aug. 2.

CBS may have a new Phoenix affiliate in January when the web's contract with KOY comes up for renewal. Cowboy star Gene Autry wants CBS affiliation for his KOOL. Plenty of pressure is being put on CBS from both sides. Autry reportedly has the active backing of two longtime friends and advisors—P. K. Wrigley, bankroller of Autry's Saturday romp on CBS, and H. Leslie—Atlass, CBS Central Division veepee. Chicago, Aug. 2.

Central Division veepee.

KOY joined CBS in 1937. KOOL

is presently a Mutual-Don Lee affiliate. Both stations are 5.000

Wm. Shriver Gets Radio Post on Catholic Airers

Washington, Aug. 2.
National Council of Catholic
Men, which produces three network Men, which produces three network religious programs, last week appointed William H. Shriver, Jr., of Baltimore as radio director. He succeeds William C. Smith, now managing editor of Benziger Bros., publishers, of New York.

NCCM produces "The Catholic Hour" (NBC), "Hour of Faith" (ABC), and "Faith in Our Time" (Mutual).

Murray Bolen to B&B

Hollywood, Aug. 2.
Murray Bolen joins Benton &
Bowles here Aug. 15 to handle Prudential Family Hour of Stars on
radio and "Armchair Detective" on

video.

He checks out of KTTV tele staff for job to which he was appointed by Walter Cralg, who is here confabbing with Ted Steele and Al Kaye, local agency veepees.

Up Chalmers To K & E Radio Boss

William A. Chalmers, who for the past year and a half has been Ford account exec for Kenyon & Eckhardt, has been elevated to the post of radio-TV director of the

Eckhardt, has been elevated to the post of radio-TV director of the agency.

Chalmers succeeds Leonard Erickson, who has resigned. Latter, formerly with BBD&O, joined K&E two years ago, when Bill Lewis relinquished the post of radio-TV director to become supervisor of the Lincoln-Mercury account Erickson says he'll announce his new tieup in a few days.

Chalmers joined the agency in 1947, moving into the Ford account exec spot a year later. Ford radio plans, in the wake of its cancellation of the CBS hour dramatic stanza, are still indefinite, and thus far has only committed itself to the "Ford Television Theatre" program. Eugene Burr meanwhile has joined the agency as script editor of "Ford Ty Theatre."

Agency's only coast-to-coast radio airer is Borden's "County Fair."

Iowa Network Refuses To Carry School Games On Des Moines Fee Plan

Des Moines, Aug. 2.
Decision of the Des Moines school board to assess a fee for rights to broadcast play-by-plays of high school football and basket-balls games here, has been scored by the Iowa Tall Corn Network stations. The broadcasters, representing 13 stations in the state, declared that they would, not air any school sports events for which any school sports events for which

any school sports events for which a fee is charged.

A resolution unanimously adopted by the stations said that their carrying of school sports contests gives the schools valuable publicity which increases boxoffice figures. They added that potential advertisers could not pay fees in addition to costs of program time, telephone lines, personnel and other expenses.

The regional wcb claimed that other high schools have provided

other high schools have provided broadcast facilities for use by local and out-of-town stations without fees of any kind.

Transit Radio Pacts Southwest Station Reps

Chicago, Aug. 2.

Transit Radio has appointed Taylor-Borroff station reps to handle its business in the south and southwest out of the T-B offices in Atlanta and Dallas. Clyde Melville heads the Dallas branch, and Tony West tops the Atlanta office.

Move follows TR's decision to move its sales headquarters to New York Aug. 8. Sales veepee Frank Pellegrin will shift offices that date, leaving Carlin French here to head up western sales division.

Kupcinet Gossiper

Chicago, Aug. 2
Columnist Irv Kupcinet of the
Chi Sun-Times has been inked for
a 15 minute weekly gossip show
via WMAQ, starting Sept. 11 for
Turner Bros. Clothing through the
Lawrence ad agency.
Kupcinet was signed on a 13week basis, in the Sunday 10:30
p.m. spot, and will feature guest
celebs. Herb Lyons and Clay
Bergman produce.

Bergman produce.



BOB DAVIS

Rob Davis, a member of KLZ's topmotch aunomicing staff, has been doing mike work for a dozen years—another example of the experienced "know-how" that stamps KLZ as "The West's First Station." KLZ, Denver.

94.2% of Homes In U.S. Listen To Radio Now

A total of 39,281,230 families in the U. S .- or 94.2% of all homes have at least one radio in working order, according to "Radio Families-U.S.A., 1949" published by the Broadcast Measurement Bureau last week. The total is a hike of 1,658,230 homes over the 1948 re-

1,658,230 homes over the 1948 report.

BMB's new publication, priced at \$5 but selling for \$3.50 as an introductory offer, includes data on total families, percentage of families with radios in working order and total radio families for all counties and for almost 1,500 cities. Although it was originally planned to use BMB's '48 report for Study No. 2, a new report was made to get greater accuracy and completeness. The '49 opus covers an additional 65 cities whose populations have grown. All communities with stations are reported and where there is no station, communities with more than 10,000 population are reported. reported.

reported,
Dr. Kenneth H. Baker, acting
BMB prexy, announced that the
bureau now has 601 subscribers.
There were 700 subs for the previous study, but that figure included FM stations operated by AM
subscribers. Explaining BMB policy on making available information on non-subscribers, Baker
said that members can get data on
non-members if the latters' signal
shows a measurable audience in at shows a measurable audience in at least one county of formers' area. Agencies and sponsors can get info on non-subscribers through sub-scribing stations.

'Amazing Improvement' In BBC Programs Noted By Chi NBC Director

By Chi NBC Director

Chicago, Aug. 2.

"An amazing improvement" in British Broadcasting Corp. programming was noted by NBC education director Judith Waller, who has just returned from a UNESCO conference in Paris. Miss Waller had not observed BBC programs since her last trip abroad in 1936, and was surprised by what she termed an upsurge in program interest and preparation.

"Whereas BBC shows used to be pretty dull, and lacking in audience appeal, they are now extremely interesting and show a tremendous amount of thought and care that rivals our own American commercial shows," Miss Waller said.

During her visit to London, she noted the amazement expressed by British observers that U. S. commercial stations often beam shows at educational and cultural groups, such as public servicers stressing civies, social problems and projects, and straight news handling of special non-commercial events.

Miss Waller on her visit to Radio-diffusion in Paris, observed that while the entertainment seemed to be of top flight character, the technical reception nowhere near matched that offered by U. S. methods.

From the Production Centres

IN NEW YORK CITY . . .

Eddie Albert signed by NBC for cross-the-board audience participa tion morning show, starting in September. Will likely go TV, too WOR announcer Carlton Warren will spend his two-week vacation on navy duty with a destroyer... Peggy Lobbin doing "Grand Central Station" Saturday (6)... Peter M. Soutter has joined ABC as account exec....Sid Ascher and George Schreier have pooled their flackeriesWNBC has increased the "Johnny Bradford Show" to three times weekly... Sam Taylor to leave scripting staff of "My Good Wife" because of pressure of work on his forthcoming tele stanza and Rodgers & Hammerstein's "The Happy Time." Russell Beggs will take over on "Wife"... Blaney Harris, former casting and audition director of Dougherty, Clifford & Shenfield, has been upped to the post of supervisor of radio and television production... Patsy Campbell on "True Story" Thursday (4).

Dougnerty, Chinord & Shenneid, has been upped to the post of supervisor of radio and television production... Patsy Campbell on "True Story" Thursday (4).

Cyril Armbrister, in N. Y. from the Coast to sell "Chandu, the Magician" and a new comedy show, based on the Saturday Eve Post's "Tughoat Annie" series, has taken over direction of John Gibbs' Mutual "Against the Storm" serial, succeeding Ed Downes, resigned He is also doing Perry Lafferty's "Dorothy Dix" show during the latter's vacation and now expects to remain in New York indefinitely Mary Lou Forster doing the new Dentyne spot commercial for the fall campaign... Rosemary Rice, radio and TV, auditioned for the new George Abbott musicomedy... Bernard Lenrow and Charles Penman new to "Front Page Farrell" cast... Helen Claire joins "Young Widder Brown" players... Dorothy Francis added to "Lora Lawton" cast... Charlie Basch, of Basch Radio-TV Productions, taking his first vacation in 15 years, motoring in Maine and Canada... Johnny Thompson, bartone of WJZ and WJZ-TV, has an unusual assignment in "Miss Liberty." He does only one tune, "Paris Wakes Up and Sings," arriving at the Imperial theatre at 9:30 and leaving by 10 p.m.... George Petrie, star of CBS "Call the Police," completing a mystery-comedy which Martia Gilman is considering for Broadway production this fall... "Cisco Kid" series adding six new outlets... Martin Bush, former director of shows on WEVD and WGHF, added to WNYC announcing staff... NAB prexy Justin Miller leaving for California vacation Aug. 5... John Ryan, WQXR salesman, back at his desk after recuperating from major operation... Zel DeCyr, WEVD story teller, has taken over "World's Great Short Stories" on WGHF... Al Simon, WQXR's light music director, clefting several songs for a revue at the Peterboro, N. Y., Playhonse late this month... WNBC's Ken Banghart left Friday (29) for two weeks at Cape Cod... William R. Hesse of BBD&O has been named account exec for Swan Soap, which has moved over from Y. & R... Suzanne Johnstone, 21-yr-old

IN HOLLYWOOD . .

back from a month in Europe. Latter stars in "Mr. and Mrs. North."

IN HOLLYWOOD . . .

Sam Hearn (Schlepperman) now helping himself to "Chicken Every Sunday" on NBC in a character created for him by Jack Rubin, who, incidentally is becoming one of the town's top scripters. Among other assignments he has been set to adapt "A Yankee From Olympus" for the fall teeoff of Hallmark Playhouse Sept. 8....CBS calling in its western division affiliates Aug. 8-9 for rundown of net's promotion plans for next season....Bud Berend shuttling between his Hollywood base and Frisco to line up new clients for NBC's western operation Bill Erwin, writer-turned-comic, essays "Shy Guy" in a half hour comedy written and directed by Jess Oppenheimer for CBS. It was put on wax last week and the platters are whirling in the commission houses ... Fran Allison (Kukla Fran and Ollie) seeing the town in tow of NBC's Bob Brown and Sid Strotz, ex-Chleagoans both... Tom Me-Cray, NBC's program topper, looking in on the net's originations and doing a bit of doctoring here and there with Homer Canfield, Coast program head ... CBS decided to convert studio A with its 900 seats to television after prowling the town for an audience plant. Radio shows using the site will be farmed out to rental auds if the traffic becomes too heavy at Columbia Square... Paramount's Marty Lewis made a tieup with Ralston Purina to plug the studio's stars on 366 stations via Mutual... Madeleine Denmead, assistant office manager of Young & Rublcam, passed away last week following brain surgery... William N. Schary, one of Hollywood's earliest agents, is packaging a mystery titled "The Black Widow," to star Lurene Tuttle, Robert Bruce directed from script by John Monsos and the platters are now making the rounds... Kathy Lewis will be back next season as Marie Wilson's sidekick in "My Friend Irma." She was out most of last semester because of prolonged illness ... Ken Dolan has hot interest in the Bob Burns quarter hour strip and the Bill Goodwin half hour situation

IN CHICAGO . .

IN CHICAGO

Tom Elvidge new asst, program director at WGN... WLS changes are Bernice Warner shifting to Barn Dance production, and John Drake taking over as flack ABC tossed a welcome party for singer Johnny Desmond, who moved into Breakfast Club in Jack Owens' place. WBBM news editor Frank Barton leaving Aug. 12 for two-week trip to Europe. WCFL airing a special show Aug. 4 in front o' Oriental theatre with Howie Roberts and Marty Hogan doing emcee chores. ABC's Shoppers Special-switching to new time of 8:30 a.m. on Aug. 6.

WBBM program director Al Morey to Thousand Islands for vacation... NBC salesman Bill Brewer on honeymoon. He married Virginia Sherman July 23. Jimmy Hutchinson, formerly of WWVA, Wheeling. W. Va., has joined WLS Sage Riders, replacing Red Blanchard. NBC singer Dennis Day in town for a week's personal appearance Mutual's Dorothy Reynolds to Estes Park, Colo. for vacation... Singer Patsy Lee back on Breakfast Club after vacation. ABC's 'Ladies Be Seated' airing from Illinois State Fair at Springfield Aug. 15-19. Tenor Lawrence White on Chi Theatre of the Air Aug. 6. WBBM engineer Bob Meyer talking about his new son WMAQ producer Ben Park playing host to three radio students from Germany Eugene (Dinr) Bell has joined WBBM music staff. Newscrafter's George Stone and Clint Youle subbling for WMAQ's Clifton Utley while he's on six-week European tour... Tom Moore of ABC got an injured leg while water sking at Railroad Fair... NBC summer radio institute winding up Aug. 5 with co-directors Judith Waller and Don Fedderson handing out diplomas. WILA of Woodstock, Ill., pfeking up Grant Park concerts. WBBM sales promotion manager Ralf Brent in New York for promotion clinic. NBC staffer Lillian Fertig wedding Richard Braun Aug. 27. Fahey Flynn and John Harrington announcing new WBBM sports program starting Sept. 24. NBC veceper Chiek Venables back from Michigan vacation Aug. 15.

TIME MARCHING OUT WITH NBC

Radio's 2,400 Murders a Year

Hollywood, Aug. 2.

Bittor, VARIETY:
During the height of the radio season I estimate that 50 murders are committed each week on the four networks. This does not include the local stations which kill off quite a few each week too. Television is excluded in my figures.

I break my figures down this way: According to Hooper pocket edition of last April (height of season) CBS leads with 15 nightime shows in the mystery classification. I'm not allowing for multiple murders that are committed on some of these programs—I allow one murder to a broadcast, which is fair, I think. CBS carried about 17 soap operas during the week—I allow one murder to every four daytime shows—which adds another four to CBS' total, so the Columbia Broadcasting System, according to my findings, kills an average of 19 people a week. This puts them on top of my list.

list.

Mutual kills about 10 people each night and practically none during the day—so that proves that MBS does all its killing at night and ranks second to CBS, which is very good for a lesser

night and ranks second to CBS, which is very good for a lesser network.

ABC murders an average of eight citizens (or aliens) a week during the night hours and about one and a half during the day.

NBC is a bad fourth, killing only an average of three victims in the evening and about four during the day. I understand that NBC is mending its ways and during the summer has added more guns to its arsenal.

This makes a grand total of 45½ murders per week—but I say 50 just in case I have erred. So the four networks murder an average of 200 people a month or 2,400 a year. I know some of them cease fire during the summer but there are replacements that sometimes destroy more of the population than their parent shows. I defy Murder, Inc., or any other organized crime unit to match these figures. Will TV outmurder radio? I don't know at this time but they'll have to do better than the movies. If each movie showed one murder that would total a few hundred—the movies can't hold a candle to radio for murder. Please remember that all my findings are approximate and all figures are subject to change. Murder fluctuates quite a lot you know.

Mannie Manheim.

Johnson Warns of Trouble Ahead If Radio Accepts Liquor Com'ls

Washington, Aug. 2.

Washington, Aug. 2.

The networks which have accepted whiskey advertising from Schepley may be in for trouble from the government.

Chairman Edwin C. Johnson (D-Colo.) of the Senate Committee on Interstate & Foreign Commerce served notice last week that if the FCC or the Treasury Dept. can't keep liquor copy off the air Congress will. His committee, he said, has a bill pending to ban interstate trensmission of such advertising. "If the liquor people go ahead with their plans to use the radio to peddle their wares," he warned, "they will assure passage of that bill." (Time was purchased two weeks ago on the full ABC web and owned and operated stations of NBC and CBS).

Johnson called on Secretary of the Treasury John Sender and

and owned and operated stations of NBC and CBS).

Johnson called on Secretary of the Treasury John Snyder and Acting FCC Chairman Paul Walker to see what their agencies can do to stop the advertising. He said the Treasury's Alcohol Tax Unit has authority to guide and evento discipline the industry which it licenses. There can be no doubt that the Alcohol Unit supervises the content of advertising which is indulged in by the industry."

Chairman Johnson wrote Snyder that "while radio licensees are stupid to even consider broadcasting liquor advertising" the FCC has no authority to censor advertising copy. However, he added, he Commission, under its broad "public interest" powers, could make a policy determination when a station's licensee comes up for renewal.

Ile told Snyder he was of the

a station's license comes up achewal.

He told Snyder he was of the opinion the Treasury has both the authority and the responsibility "to stop cold this reckless plan to invade the privacy of the home with liquor sales talk." There is a "vastly different principle" involved between newspaper and magazine advertising and that by (Continued on page 36)

Hall Marks

Washington, Aug. 2

Recent streamlining of the National Assn. of Broadcasters, voted at a meeting of the board in Portsmouth, N. H., left some casualties in the Washington headquarters. Here's how Gladys Hall, secretary to A. D. Willard, exec veepee, whose office was abolished, advised contacts of her

"SITUATION WANTED —
MISCELLANEOUS. Available
until further notice for sightseeing tours (car provided,
luncheon, cocktail or dancing luncheon, cocktail or dancing companion, baby or puppy sitting. Reasonable rates provided on request. Qualifications: some. References: None. Distinguishing marks: Axe scar from recent Portsmouth massacre. Apply to Gladys Hall, 815 South Ode Street, Arlington, Va., Chestnut 6009."

Lion Roars At 'H'wood Calling'

Hollywood, Aug. 2.

As long as Metro is furnishing the stars for the new NBC Sunday night giveaway, "Hollywood Calling," the studio won't countenance the thought of the network plugging other studios' product.

Metro has told off NBC in no uncertain terms, refusing to permit use of the device "the prize that money can't buy," wherein contestants would be awarded props. costumes, etc., used in rival studio pix.

DUE FOR REVISE

Because it is currently in a dilemma about what to do with its flock of new summertime shows that merit a continued showcasing this fall, NBC may toss out radio's long-established time-table on program scheduling and experiment along brand new lines.

As result, NBC may come up this fall with time periods other than half-hour or quarter-hour. It's conceivable, according to the present thinking, that the network may divide an hour of programming time by installing a show best suited for a 20-minute format, followed perhaps by a capsule stanza of five minutes, and wind up with 35-minute dramatic program. The 60-minute breakdown would permit for a flexible three or four-way program spread to match the content of the show.

program spread to match the content of the show.

The radio "face lifting" pattern, should it materialize, stems from NBC's problem on retaining some good properties tested during the summer. On the basis of sale deals now in negotiations, it looks like NBC may wind up with about three unsold half-hour segments when the curtain goes up on the new broadcasting season. (Sales include two daytime strips. Elaine clude two daytime strips, Elaine Carrington's "Marriage for Two" going to Kraft, and Sealtest buying the adjacent segment, probably for "Thanks for Tomorrow," which currently occupies the time as a sustainer.)

currently occupies the time as a sustainer.

Potential Click Programs
Thus with only 75 minutes left for the sustainer whirl, NBC faces the poser of losing out on the right to such potential clicks as "Chicken Every Sunday." "Silent Partner." "Dragnet." "My Good Wife" and the Dick Powell show. NBC also wants to keep Henry Morgan when he comes off the summer commercial ride. (Problem of "Archie Andrews" has already been solved, since it will be returned to a Saturday morning slot.)

sol.)

By unshackling radio from the traditional 15. 30 and 60-minute bookings. NBC figures it could establish a formula to keep worthy stanzas on the air.

NBC is also mulling the idea of a so-called "perfect program schedule" experiment aimed at getting away from the block-booking idea. On either Sunday afternoon or late Saturday night, the network may routine shows along the same lines as a vaudeville bill. bracketing programs weekly for variety, pace and entertainment value.

CANOVA, COLGATE SIGN FOR '49-50 AIR SHOW

Judy Canova, through her agent, Arthur Lyons, and Colgate-Palmolive-Peet got together in New York last week for a fall radio series starting Oct. 1.

She follows Dennis Day on NBC Saturday night, giving Colgate and one of its ad agencies, Ted Bates, the full hour. Understood price tag on the package is \$8,000 as against the \$11,500 she received last season from the same sponsor.

So There, Now You Can't Sue Us, Say Cal. AM'ers

magazine advertising and that by (Continued on page 36)

'Claghorn' Set to Roll

It took five auditions to hit what BC thinks is the right format, but the Kenny Delmar "Senator Claghorn" situation comedy is now set to roll.

Situation comedy is how set to roll.

Situation comedy is how set to roll.

Situation comedy is how set to roll.

Situation comedy is now set to roll.

As result, NBC has been forced abandon the idea, at least during the duration of Metro's run on the giveaway, which continues until the jackpot is cracked.

REVERE RENEWS 'MOVIE'

Chicago. Aug. 2.

Revere Camera Co. has renewed "In side to whom the five has also out a Phil Foster sund moving in with his in-laws.

NBC has also out a Phil Foster audition, record called "Inside Brooklyn," record called "Inside Brooklyn," Record called "Inside Brooklyn," wherein that money can't buy," wherein to motestants would be awarded props, costumes, etc., used in rival studiopix.

As result, NBC has been forced abandon the idea, at least during the duration of Metro's run on the giveaway, which continues until the jackpot is cracked.

REVERE RENEWS 'MOVIE'

Chicago. Aug. 2.

Revere Camera Co. has renewed "Given protection under the measure are affiliate stations, which is 15 minute airer with Clark Dennis, Peggy Mann. Buddy Gilbert orch. Marvin Miller and guest stars.

Roche & Cleary agency handles.

PROGRAM SKEDS | NBC Grabbing Off Some Ex-CBS'ers In Slotting Ambitious UN Series

Wrong Script

Wrong Script
Louisville, Aug. 2.
Three-week contest over
WKLO just ended, in interest
of a local appliance dealer,
had a surprise finish, when
Mrs. Barry Bingham, wife of
Courier-Journal and Times,
WHAS owner, was declared
the 'winnah.'
Entries numbered 580 from

WHAS owner, was declared the "winnah."
Entries numbered 580 from three counties in the Falls Cities, and odd twist is that with seven AM, two FM and one TV station in this market, the winner should be wife of owner of the largest competitor station, and a wealthy person in her own right.

Mutual Folds **Branch Offices**; Accent on N. Y.

Mutual is shuttering its sales offices in Philadeiphia, Atlanta and Detroit. Move is viewed as fitting into prexy Frank White's longrange blueprint for tightening up and integrating the entire opera-

tion.

Closing of the three offices is cued to the fact that there isn't much biz in those locales. MBS has no auto accounts from Detroit, billings aren't coming in from Coca-Cola and other southern firms for the Atlanta rep and the Philly outlet no longer needs to service Bayuk Cigars, which is leaving radio and MBS with its \$1,200,000 annual gross billings. annual gross billings.

annual gross billings.
At the same time, it's reasoned,
White is concentrating his sales
fire power where the money bags
are, in New York. Evidence of the
centralizing process is seen in recent staff changes, following the
checkout of E. P. H. James as
ad-promotion-research-planning
yeepee.

George M. Benson, now eastern sales manager, has been appointed national sales topper, working under sales veepee Z. C. Barnes and covering the entire network selling staff, with the eastern and western sales managerships eliminated. Duncan R. Buekham has been named division sales manager, to headquarter in N. Y., and Carroll Marts has been named to a similar position, with offices in Chi.

James' duties are being taken over by program sales veepee Robert A. Schmid. Working under the latter will be Harold M. Coulter, handling ads and promotion, Richard J. Puff. in charge of research, and William Fairbanks, planning. George M. Benson, now ear

COMO TO TAPE 'EM; FLEXIBLE FORMAT

Hollywood, Aug. 2.

Perry Como will come west within the next few weeks with his entire staff, excepting studio orchestra, to tape six or eight of his first fall Chesterfield shows. Como, it's said, intends to incorporate comedy, dramatics and other types of entertainment into his half-hour show on NBC Thursdays, which starts Sept. 8 or 15, and his visit here is for the purpose of making available the vast list of possible guest stars among Hollywoodites.

Too, by taping the initial six or eight weeks of regular broadcasts. Como wili free himself and his staff for the task of getting his Chesterfield video show out of New York
rolling. It will occupy the 8-8:30
p.m. spot on NBC Sunday evenings.

NBC is grabbing off one of th prize program packages of the year, tieing in with the United Nayear, tiening in with the United war-tions for an exclusive series of am-bitious shows which will be spread over a seven-week span starting Sept. 4. Unusual aspect of the deal is that, though the UN affili-ation, NBC is making office space for some ex-CBS personalities.

for some ex-CBS personalities.

Among the latter is Norman Corwin, CBS' onetime prize documentarian who now works for the UN.
He'll supervise the upcoming NBC scries working out of the NBC offices. (Corwin, a freelancer as far as the networks are concerned, closed up his desk at CBS a couple wecks back after his one-shot "Citizen of the World" documentary).

Also tied in with the NBCLIN

weeks back after his one-shot "Citizen of the World" documentary).

Also tied in with the NBC-UN project is Allen Sloane, long associated with Columbia's "Man Behind the Gun" series, "Assignment Home," etc. He's just returned from Europe after 18 months' research for UN and will do two of the projected NBC series. His last trip abroad resulted in the prizewinning CBS documentary, "Between the Dark and the Daylight." Kickoff show on the NBC-UN series will be a dramatization of the anniversary of the war, written and directed by Corwin. The second show will be a dramatization of the NBC Symphony, with Serge Koussevitzky conducting, and featuring the premiere of Aaron Copland's "UN Concerto," which will be adopted by the UN organization as its official theme. Words of the UN Constitution will be worked into the thematic treatment, and the broadcast will originate from the UN Assembly Hall at Flushing, N.Y.

N.Y.

The third in the series will be The third in the series will be on national resources conservation work, to be written by Millard Lampell. Next is a program on Genocide, to be produced for NBC in Canada by Sinclair Allen. The brace of Allen Sloane shows will

(Continued on page 35)

CBS' Honeymoon At the Waldorf

CBS and its affiliates went through the throes of a lovefest at two-day meet of the Columbia Affiliates Advisory Board and the Program Promotion Clinic at the Waldorf Monday (1) and yesterday, Results of the confals make it clear that the web's outlets are pretty excited about the fall program lineup and are pledging full support for the promotional campaign set for '49-'50 season.

Reps of 178 independently-owned stations passed a resolution commending the Cahair's leadership. "The CAAB hereby extends to the CBS organization its heartiest congratulations for its brilliant 1949 program promotion campaign in support of the greatest schedule of programs ever to be carried by any radio network," the resolution reads. It also urged all affiliates to "expend all possible effort in support of the CBS fall promotion campaign so that the values of the program offerings may be brought fully to the American people."

people."
In addition to a joint meeting of
the CAAB and the Program Promotion Clinic, the two groups
joined at a luncheon Monday to
hear speeches by CBS prexy
Frank Stanton, program veepee
Hubbell Robinson and sales manager John Karol.

Hubbell Robinson and sales manager John Karol.

Other CAAB events included a report on proposed FCC tele reallocations by veepee Adrian Murphy and general engineering veepee William B. Lodge: a report on CBS-TV progress, by Herbert V. Akerberg, station relations veepee; and a report on Washington activities by the web's D. C. veepee, Earl Gammons. Other reports were made by Robinson and Davidson Taylor, public affairs veepee.

THE ETHEL MERMAN SHOW
With Miss Merman, Leon Janney,
Allen Drake, Ethel Browning,
Charles Webster, Santos Ortega,
Arthur Q. Bryan
Producer-director: Ken MacGregor
Writers: Will Glickman, Joe Stein
30 Mins.; Sun., 9:30 p. m.
Sustaining

30 Mins; Sun., 9:30 p. m.
Sustaining
WNBC, from New York
Ethel Merman as a Broadway
personality has achieved more than
her share of attention with a musicomedy background of stardom
going back almost 20 years. Thus
it seemed a bright idea to star
her in a first-person situational
comedy airer. The execution is
something else again. Chalk this
up as a missout.
Here is a show whose dramatic
verbiage on its preem was nothing
more than a scant framework for
miss Merman's vocalisthenics. It is
a script with a show business back-

more than a scant framework for Miss Merman's vocalisthenics. It is a script with a show business background, whose characters include a male pianist friend, a floor-mop tycoon who is a prospective angel for a show to star Miss Merman, plus sundry others. In between, on this first show, Miss Merman ang such numbers as "Some Enchanted Evening," "Big Wonderful World" and, in her finale, the inevitable "No Business Like Show Business," which she did in "Annie Get Your Gun." Ostensibly the program is supposed to parallel Miss Merman's career.

The idea, also, is to give Miss Merman a chance to be flip, brash and generally consistent with the character that she has created for herself in the theatre. But it isn's so much the failure of Miss Merman to get over personally—deman to get over personally—demice of the program is supposed to parallel Miss Merman to get over personally—deman to get over personally—demice of the program is supposed to parallel singing, which she even kids herself. The fault lies, simply, in that there just isn't any show. And the supporting people, consequently, suffer, too.

MEET CORLISS ARCHER
With Janet Waldo, Irene Tedrow,
Fred Shields, Sam Edwards,
Hans Conried; John Hiestand,

announcer
Script Supervisor: F. Hugh Herbert
Producer: Tom McAvity
30 Mins. Sun., 9 p.m.
ELECTRIC LIGHT & POWER COS. CBS, from Hollywood

COS.
CBS, from Hollywood
(N. W. Ayer)
Succeeding the "Earn Your Vacation" giveaway show as summer replacement for Helen Hayes'
"Electric Theatre," "Meet Corliss Archer" returns to the CBS net as a breezy comedy conocction for easy hot weather consumption. Of lightweight construction, this show skips brightly along its groove of amusing characterizations and comedy situations. Scripters occasionally err in trying to punch a snapper across too obviously, but show generally doesn't strain in getting at the funny bone.
Opening stanza (31) introduced the Archer family with Janet Waldo, as Corliss, standing out as the super-serious adolescent. Yarn revolved around the efforts of Corliss' father (Fred Shields) and boy friend (Dexter Franklin) to wean her away from her latest whim to be an artist. All hands played skillfully with Hans Conried turning in a firstrate bit as a highbrow art instructor. Sketch, unfortunately, wound up a bit limply after sustaining a crackling pace for most of the way.
Plugs for the URING William REMEMBER THE DAY

were dignified. Herm.

REMEMBER THE DAY
With Martha Deane; Dick Willard.
45 Mins., Fri. (29), 10:15 a.m.
Participating
WOR, New York
As a once-a-week feature on her
Monday-Friday transcribed airer,
Martha Deane, WOR's women's
commentator, is offering her listeners a nostalgic series of 45-minute flashbacks to the years immedlately following the end of
World War I. The first of the
programs following the memory
motif was broadcast—last—Friday.
(29). Titled "Remember the Day,"
the series has been broken into
four segments with the remaining
shows scheduled for Aung. 5 and
19.

With Miss Deane as narrator, the With Miss Deane as narrator, the initial shot faded back to the signing of the armistice in 1918 and was keynoted by recordings of tunes popuar at that time. Tail end of the broadcast was devoted to 1919 and also featured songs that were favorites then. On the whole, Miss Deane provided her listeners with some enjoyable oldies that throughout the years have retained their original flavor. Besides the platters she also offered somed reminiscent chatter which pointed up the changes that have taken place since the early have taken place since the early 20's.

20's.
Show is Miss Deane's creation and Dick Willard, in addition to his announcing, also lent a helpful hand in the proceedings. Remainder of the series will be devoted to the Roaring Twenties.

MAKE BELIEVE TOWN
With Virginia Bruce, Paul Dubov,
Colleen Collins, Rita Lynn, Ken
Christy, Sylvia Simms; announcer, Johnny Jacobs
Producer: Ralph Rose
Directors: Rose, Frank Woodruft
Writers: Virginia Mulien, William
Alland
30 Mins.; Mon.-Fri., 3:30 p.m.
Sustaining
CBS, from Hollywood
This half-hour series should

This half-hour series should please the distaff listeners with a

number of techniques proven to entice the femmes. There's a heavy emphasis on the glamor of Hollywood, with references to stars, noted niteries and the "lights, camera, actlon" scenes that film fans dote on. There's a potent dose of romance, with a good hardworking girl getting her man. And there's the draw of actress Virginia Bruce introing the yarns and narrating between the

acts.

Each broadcast presents an individual drama, which should get the housewives in the listening habit without the drawback of missing any action in case they skip a day. On Monday's (1) preem, story was that of a high-pressure producer, supposedly resting in a hospital but actually tied up on a battery of phones as he preps a new pic. Name actress he wants for the production has walked out on him, but fortunately he falls

a new pic. Name actress he wants for the production has walked out on him, but fortunately he falls in love with his Swedish-born nurse and inks her to a long-term contract both as his wife and star of his pix. Strictly from Cinderella, but the stuff that soapers are made of.

Scripting, while hokey, worked in some authentic details of the trade, such as banks not wanting to finance a comedy, temperamental talent complaining about roles, etc. Acting of Paul Dubov as the dynamic exec who succumbs to love and Colleen Collins as the Svensk nurse was good. Miss Bruce handled the hostess chore well, although her part was scripty and weighted with cliches.

Bril.

HOW'S BUSINESS? HOW'S BUSINESS?
With Commerce Secretary Charles
Sawyer, Senator Paul Douglas,
Theodore Yntema
30 Mins.; Sun., 1:30 p.m.
Sustaining
NBC, from Chicago

This special series of five "Uni-versity of Chicago Round Table" broadcasts is tackling some of the tough problems being discussed in Washington and by the nation generally. Produced by NBC in coop eration with Secretary of Com-merce Charles Sawyer, the airer

eration with Secretary of Commerce Charles Sawyer, the airer deals with questions such as: Are we facing a depression? What should be done to expand business activity? What's the future for the small businessman? What's behind the world trade crisis?

On the opener, in addition to Secretary Sawyer, the issues were mulled by Sen. Paul Douglas and Theodore Yntema, veepee of Ford Motors. Discussion was frequently confusing, as it covered some technical economic subjects and complex business cycle theories. Too often the participants were more interested in making their points with each other than in explaining them to listeners untutored in the intricacies of fiscal policies. However, there was enough agreement on several points to make it clear that the participants feel the U. S. is not headed for a depression, but is merely witnessing a recession. Also pointed up was the difference between the administration's pump priming approach and the curtailed federal expenditures policy advocated by the Ford topper.

Despite its shortcomings, series should help listeners clarify their views on a number of national is-

the Ford topper.

Despite its shortcomings, series should help listeners clarify their views on a number of national issues, such as taxes, wage boosts and aid to farmers.

AL FOREST
15 Mins., Mon.-thru-Sat., 7 p.m.
TEN EYCK HOTEL
WPTR. Albany
Listenable, relaxing dinner
music emanates from a Hammond
organ in the Empire Room of the
Ten Eyck hotel. Albany, on nightly
broadcasts by Al Forest, who was
at the console at the Ritz theatre
in Albany during the silent film
days and who has played hotel
dates in recent years. He achieves
neat effects in programs that are
varied.
Unfortunately, Forest had to
compete with clattering dishes. Effect would likewise be enhanced if
the announcing were done from the
Empire Room rather than by remote control. Room's fine food
and be a ut if ul atmosphere are

mote control. Room's nne 1000 and be a utiful atmosphere are plugged.

Jaco,

DAMON RUNYON THEATRE
("Blood Pressure")
With John Brown, Sheldon Le
ard, Larry Dobkin, Luis
Rooten, Sandra Gould
Producer: Vern Carstensen
Director: Richard Sanville
Writer: Russell Hughes
30 Mins., Sat., 2:30 p.m.

Director: Richard Sannie
Writer: Russell Hughes
30 Mins., Sat., 2:30 p.m.
Sustaining
WOR, N. Y.
Damon Runyon's colorful yarns
about Broadway characters and
hangers-on are the subject of this
new series, which bowed with
"Blood Pressure" Saturday (30).
The characters have been transformed to radio fairly reliably and
entertainingly, with their colloquial, flavorsome speech and
somewhat melodramatic, theatrical
activities. Sometimes the scripting
style and dialog are a little too
colloquial and cute, but for the
most part the stuff has schmaltz
to make an engaging half-hour.
Opening show was well directed
and performed, to augur well for
the series. Open was interspersed
with several public service pitches,
for Savings Bonds, the police PAL
league and Runyon's own pet, the
cancer drive.

Opener was an amusing yarn
about a bullying tough-guy, a dice
cheat and strong-arm man, who
scares the mob frantic, but who
knuckles under to the frail femme
who is his wife. John Brown, playing Broadway, the narrator-actor
who will figure in all the episodes,
was good in his role. Sheldon Leonard, as the big bruiser, Rusty
Charlie, was excellent, and Sandra

ard, as the big bruiser, Rusty Charlie, was excellent, and Sandra Gould made her brief bit as the wife tell.

QUORUM CALL
Rep. Barratt O'Hara, moderator
Producer-director: Paul Green
30 Mins., Sun., 4 p.m.
LABOR'S LEAGUE FOR POLITICAL EDUCATION
WCFL, Chicago

WCFL, Chicago

Chi's A. F. of L. station beams into the Democratic listening audience with this half-hour series transcribed in Washington and flown to WCFL each week, Dem. Congressmen talk of their bills and projects; exchange friendly pats on the back, and do some fence mending via the airwaves.

projects; exchange triendly paus outhe back, and do some fence mending via the airwaves.

Program opens and closes with the ringing of the Congressional summoning bell. Moderator Barratt O'Hara, likewise a U. S. Representative, then reads the roll call of Chicago Congressmen, and calls upon several to deliver reports on conding legislation.

upon several to deliver reports of pending legislation.

Program caught dealt with the Hoover Commission findings on federal expenditures. Cong. William Dawson argued earnestly that Republicans weren't the only ones who wanted to trim expenses. Cong. Sid Yates, one of Washington's better golfers, described a golf match with Sen. Robert Taft.

Tenor of show — to present labor's side in legislation—was adeq u at el y maintained. Speakers showed a minimum of bias against Republican opposition by stressing the affirmative aspects of their own case, rather than getting into personalities and name-calling.

"Quorum Call" could be improved by lifting the heavy atmosphere of mutual deference and bowing in favor of a lighter treatment. Likewise inserting some of the humorous side of Washington life would help to balance the forther the month of the sum of pending legislation.

Program caught dealt with the

ment. Likewise inserting some the humorous side of Washingto life would help to balance the fo Mart.

MAN ON THE FARM
With Chuck Acree, emcee; Reggie
Cross, various guests; George
Menard, announcer
Writers: Acree, Georgene O'Don-

nell Producer-director: Miss O'Donnell 30 Mins.; Sat., 12 noon

Producer-director: Miss O'Donnell 30 Mins.; Sat., 12 noon Sustaining Mins.; Sat., 12 noon "Man on the Farm" is an audience participation show originating from an Illinois experimental farm. Previously heard only in the midwest area, the half-hour airer joined the Mutual net Saturday (30) as a sustainer, but Quaker Oats picks up the tab as of Aug. 27. Emece Chuck Acree frames his queries around such bucolic teasers as "Do Holsteins give more milk than Jerseys," name an agricultural state whose crops rank high in soybeans and wheat, and similar stumpers. Successful contestants carried off awards renging from \$100 in cash to fishing reels and steak knives.

Format was a breezy one that featured an occasional nostalgic tune in the layout to bring about a change of pace. Besides their vicarious interest in the contestants' progress, listeners also have a chance to vie for a vacuum cleaner by mailing four-line jingles for Acree to toss at studio guests.

cleaner by mailing tour-line jungles for Acree to toss at studio guests. On the whole it's a meritorious program that packs a wide appeal to rural audlences, yet it is brisk enough to capture a slice of urban dwellers. dwellers.

CHANCE OF A LIFETIME
With Janle Ford, John Reed King;
Kenneth Roberts, announcer
Director: Charles Harreil
Producer: Bob Jennings
30 Mins;; Sun., 9:30 p.m.
Sustaining
ABC, from N. Y.

Measured in terms of its giveaways dimensions, "Chance of a Lifetlme" rates as one of the big-gest shows on the air. And there's hardly any other measuring rod applying to this type of airer. Show slugs hard with another stagger ing array of prizes ranging from a ing array of prizes ranging from a pittance of a couple of hundred dollars to a \$25,000 completedly furnished home. Not much program finesse is present or needed with all this loot dangling before dialers who want their gambling instinct satisfied.

with all this loot dangling bettore dialers who want their gambling instinct satisfied.

Under this show's system of shoveling out the gifts, studio participants have to pick out from an electrical board three letters which ring either a bell or a buzzer. If lit's a bell, the prizes soar into heavy coin; if it's a buzzer, the prizes are more moderate, but still hefty. On the iinitial show, one out of the four participants was a home listener who was contacted via telephone. After selecting their first three letters, the participants are given a chance to gamble their previous winnings against a grand jackpot prize in a 10-second race to ring up another bell on the board.

Like other giveaways shows, it's virtually impossible for a participant to miss winning a good share of the giveaways. The initial brainteasers are geared to the I. Qu fthe average dialer. In order to win the jackpot, however, dialers would have to know for example, the technical name of a two-numped camel which, of course, narrowly cut down the chances of winning.

As entices, John Reed King con-

narrowly cut down the chances of winning.

As emcee, John Reed King conducts the quiz in an atmosphere of near-hysteria. He whips up audiences with shout, howls and a style of laughing that's usually heard on "Inner Sanctum." But virtually anything goes on the show and King's approach fits the clime. Vocalist Janie Ford delivers the show's theme song in a non-hysterical manner.
Currently, show is sustaining but Bruner-Ritter, jewelers, pick up the tab beginning Sept. 4. Herm.

EXPENSE ACCOUNT - FRANK FARRELL With Farrell; Herbert Hoover; Ted Malley, announcer 15 Mins.; Sat., 7 p.m. Sustaining WOR, N. Y. WOR, N. Y. has pacted Frank Farrell, N. Y. World - Telegram reporter, to give a weekly spiel on reporter, to give a weekly spiel on government spending. Idea is good, and the series shapes up as eminently worthwhile, even if the opening session Saturday (30) was more polemic than reporting. Farrell's first several programs will be based on the recent Herbert Hoover, report for streamlining

Farrell's first several programs will be based on the recent Herbert Hoover report for streamlining various government bureaus in the name of economy and efficiency. Opener was therefore largely expository. explaining what the Hoover Commission was, its members, its scope, the need of it, etc., before getting down to the business of discussing excesses in government organization.

Farrell speaks clearly, eagerly and simply, in appealing, manofiche-street fashion. Occasionally his enthusiasm for his cause makes him stutter or fluff, but otherwise he's definitely okay. He got off an occasional good phrase, as when insisting on "whittling down the Washington swindle sheet." He's strongly back of the Hoover Report, giving both it and the former President great praise for their aim in saving the taxpayer \$3,000,000,000 a year In waste and inefficiency. Government organization is disordered, ineffectual, Farrell claims; a thorough reorganization is imperative.

Ex-President Hoover, in a tran-

tion is disordered, ineffectual, Farrell claims; a thorough reorganization is imperative.

Ex-President Hoover, in a transcribed special message, commended the series, to give it added stature. If Farrell sticks to reporting the facts, instead of his occasional preachment, it will be an excellent series.

THE FIRST HUNDRED YEARS
With Barbara Ellers, Sam Edwards,
Joseph Kearns, Myra Marsh, Bea
Benadaret, Earle Ross; announcer, Owen James
Producer: Dick Woollen
Writer: Jean Holloway
30 Mins.; Thurs., 8:30 p.m.
Sustaining

Sustaining ABC, from Hollywood

30 Mins.; Thurs, 8:30 p.m.
Sustaining
ABC, from Hollywood

This is another situation comedy based on the foibles of young married couples. While it doesn't reach the level of "Blondie" or "Adventures of Ozzie and Harriet," it is somewhat better than "Me and Janie" and "My Good Wife," two shows in the same genre which NBC preemed this summer.

Humor reprised a lot of the old standbys of similar stanzas, but Jean Holloway worked up an effective script which cut back and forth from the bride's-home to the groom's abode on the morn of the wedding. Typically, the gal wondered whether her future hubby would snore while the latter worried that his spouse might sleep with her hair in lethal curlers. Typically, the garrulous fathers were sympathetic toward the young man "facing a life sentence" while the mothers were weepy over "losing my darling child." And typically, there was a young brat sister who thinks that ceremonies are "corny" and that sentiment "stinks."

Miss Holloway made good use of change of pace, inserting several flashbacks of tender romantic scenes. These gave the airer an added dimension of reality and wcre generally better scripted than the comic dialog. Acting of Barbara Eilers and Sam Edwards as the young couple was slick and the supporting roles, although caricatured, were capably handled.

Musical bridges displayed little originality, one obvious cue being a few bars of the "Wedding March played with a trombone wha-wha for comic effect. A minor technical flaw was that the level on the audience mike was too low, which made the spectators' laughter seem thin.

AND YET NOT FREE
With Arnold Moss, Everett Sloane
Writer: Alvin Boretz
Producer: Ted Hudes
Director: Mitchell Grayson
15 Mins; Wed. (27), 10:15 p.m.
CITIZENS COMMITTEE AN DISPLACED PERSONS
WMCA, N. Y.
Prepared by the Citings Com-

WMCA, N. Y.

Prepared by the Citizens Committee on Displaced Persons,
"And Yet Not Free" is another in a series of transcribed drama which urges Congress to reexamine its existing DP entry act. While most of the salient reasons why DP's should receive more consideration is contained in this airer, the stanza is not quite as forceful as the Committee's previous documentaries on this subject.

vious documentaries on this subject.

Deficiencies of the law are brought out in a discussion between a government DP camp worker and an inmate. Script is marked by frequent references to the 1620 Mayflower Pact, the Constitution's preamble as well as a Lincolnian quotation, in order to show America was founded on a policy of admitting free men. However, in citing historical precedents, the program tended to neglect more pressing contemporary issues.

ssues.

Recording of President Truman's voice, taken from one of his addresses to Congress, helped sum up the current situation. He branded the plight of DP's as a "world tragedy" and added that these people would bring "strength and energy to the nation" were proper legislation for their admittance passed. Arnold Moss and Everett Sloane topped the small cast while John Gart's original music formed effective bridges.

BREAKFAST GANG
With Mel Ventner, Polly Lawrence,
Lyle Bardo Orch, others
Producer-Director: Mel Ventner
30 Mins.; Mon.-thru-Fri.; 7:15 a.m. Participating. KFRC, San Francisco

scribed special message, commended the series, to give it added stature. If Farrell sticks to reporting the facts, instead of his occasional preachment, it will be an excellent series.

Bron.

MUSIC MEMORANDUM with Frederick Lloyd 9:00 a.m., 15 mins., Mon. -thru-Fri. Sustaining KOMO, Seattle This record-show strip with Frederick Lloyd (Lloyd Bloom) is a pleasant cntry in the morning swepstakes for hausfrau listening. If the will be the production of the prod

BASEBALL: RADIO FRANKENSTEIN

Hooper's Top 15 and the Opposition | | ND|E SPOT BIZ

		(,	July 30)		
			Sponsored Network Competition		Network Comp tition
Progra		erating	NBC Symphony	3.8	10.6
Waiter	Winchell	15.5	(No Sponsored Progra	ams)	7.0
Horace	Heidt	10.5	Johns-Manville News	1.7	6.6
This Is	Your F.B.I	9.8	Sam Spade	8.0	12.9
Stop th	he usic	9.8	NBC Symphony Fish & Hunt	3.8	6.3
Mr. Ke	en	9.1	Johns-Manville	1.7	
Louell	a Parsons	8.5	NBC Symphony	3.8	10.6
Our M	iss Brooks	8.4	Aibum Familiar Music	4.1	10.8
Take I	It or Leave It	8.1	Jimmie Fidler	6.4	10.0
Crime	Photographer	8.0	Name the Movie	2.3	8.7
Sam S	pade	8.0	Stop the Music Stop the Music	6.0	14.1
Mr. D	istrict Attorney.	8.0	Lawrence Welk	2.2	6.0
Drew	Pearson	7.9	Family Hour of Stars Roy Rogers	. 1.9	9.1
Mr. Cl	hameleon	7.8	Orig. Amateur Hour.	4.3	8.6
	an	7.6	Band of America	2.6	7.2
Curtai	n Time	7.5	(No Sponsored Progra	ms)	8.5

BAB Maps Split from NAB in Year; Miller Plugs for Autonomous BMP

Broadcast Advertising Bureau will be a self-sustaining body with-out financial support from the National Assn. of Broadcasters out financial support from the National Assn. of Broadcasters within a year, according to NAB prexy Justin Miller. Latter told a press conference last week that NAB will continue to aid BAB during the present reorganization period but that details of the separation are being worked out for BAB members to provide its financial backing. cial backing.

BAB chief Maurice Mitchell said

BAB chief Maurice Mitchell said that the bureau, which has established offices in New York, has been going ahead "at full steam" and is completing its personal roster quickly. Charles Batson is heading up its TV sector and Lee Hart will join its executive staff at the end of her vacation. Robert at the end of her vacation. Robert of WTOP, Washington, and WPAT. Paterson, N. J., has been added as an assistant director, assigned to the national spot field and spear-heading activities in the chain store field.

to the national spot field and spear-heading activities in the chain store field.

"There has been some discussion as to whether BAB should plug tele." Mitchell said. "buf we feel that as long as we're positive in pushing both AM and TV neither medium will suffer. However, we have met some skepticism on the part of newspaper-owned stations because of our selling the value of broadcasting over the dailles, radio's chief competition for the retailer's dollar."

Discussing the precarious situation of Broadcast Measurement Bureau, Judge Miller said that a solution to its problems should be found in establishing it along the ines proposed for BAB. Making it independent of NAB, two-thirds of whose members are not BMB (Continued on page 36)

(Continued on page 36)

'Travelers' Own Marshall Plan

Chicago, Aug. 2.

Marshall Plan, junior grade, leaves for Europe Aug. 12. A plane load of prizes, ranging from cigaret lighters to washing machines, will accompany Tommy Bartlett and his "Weicome' Travelers" troupe of 15 which will entertain Gl's for two weeks. A yet-to-be-signed femme singer and film star will be included in the group. Joe E. Brown is scheduled for a London appearance with the show.

"Travelers" will tape-record the show, using GI participants, which will be followed by a 45 minute variety show at each base. First stateside airing of the European-recorded programs will be on NBC Sept. 5.

To guard against machanich Chicago, Aug. 2

recorded programs will be c...
Sept. 5.
To guard against mechanical mishaps, ail necessary electrical and mechanical equipment is being carried in triplicate.
Ripley of the junket is that flue USAF refused to allow a pressure agent to accompany the party.

Writers Guild Sets Up Web Talks on New Pacts

Eastern region office of the Radio Writers Guild will hold parleys with its members at CBS, NBC and ABC in the next few weeks preparatory to entering into negotiations with the webs for new contracts. Present pacts expire Sept. 30.

Demands will be formulated by the 75 news and continuity writers who are covered by the staff con-tracts.

See D.C.'s WWDC **Buying Cowles'** WOL for 300G

WOLL for 3006

Washington, Aug. 2.
A deal will probably be signed this week for the sale of WOL, owned by the Cowles Broadcasting Co., to WDC for a flat \$300.00.
The Mutual affiliation is taken over by WWDC but no agreement to extend the contract beyond its expiration next June is provided.

It is understood that principal interest of WWDC, owned by Joseph Katz of the New York and Baitimore advertising agency, in acquiring the Cowles station, is the increased coverage it can get from WOL's 5 kw operation on 1,260 kc. The highly prosperous 250 water, town's leading independent, is believed to be quite satisfied with its present format and not seeking to change it. The present news contract by which WOL originates Mutuai programs in Washington is not being assumed by WWDC.
Contract cails for acquisition of ail physical facilities, except television equipment with which Cowles was experimenting, WWDC.
will assume lease of WOL studios in Heurich bullding on K Street that hash't decided yet whether it will move in. Decision will likely hinge on disposition of WWDC facilities which must be soid under government duopby regulations. Following FCC approval, station will turn in WOL call letters and substitute its own. Same will go for WOL-FM.

In acquiring WOL's facilities.
WWDC is buying a plant for considerably less than it could unjuicate today. Cowles invested nearity \$500.000 in AM and FM since it acquired WOL about four years ago. Some of the equipment would cost move today.

The Cowles firm has taken a licking in its Washington radio venture. To obtain WOL if swapped the 5 ke WMTI in Ccdar Rangel and what it is."

The Cowles firm has taken a licking in its Washington radio venture. To obtain WOL if swapped the 5 ke WMTI in Ccdar Rangel and which are the good commercial imeups to capitalize on that increase of rain, the station of regular justifier commercial incups to salvage a portion of the business, but this commercial incups to salvage a portion of the business, but this capital venture to capital venture to

TAKES A BEATING

The indie stations with major league baseball commitments, both in New York and around the country, have been making much of the fact that, for an approximate 30 weeks of the year, they've been copping ail the daytime audiences, as evidenced by the Hoopers in the respective cities.

For the first time, however, a great many of the stations are beginning to wonder whether it's been worth it. The skepticism, particularly among the Gotham outlets carrying the Yankees, Glants and Dodgers games, stems from an awareness that it's beginning to cost them money out of the station pocket. It was one thing to ride along with the regulation 2 to 5 p. m. warmup and playing time.

But with more and more games taking over the nighttime spectrum (with a record high established this season), the stations find they've been forced to cancel out regularbeen forced to cancel out regularly scheduled commercials, particularly the lucrative spot business. Similarly the long games, stretching into 14 and 15 innings, are proving costly to the stations, since they're committed to see them through. On the latter, WMGM, which carries the Dodger games, seems to have the advantage over the other stations, since it managed to bypass any such contractual obligation, signing off at 5 p. m., regardless, to make way for Ted Husing's "Bandstand." Those double-headers that run overtime, the stations cry, are nothing short of murder in wiping out spot biz.

On the other hand, it's the self-

of murder in wiping out spot biz.

On the other hand, it's the self-same WMGM that takes the worst nighttime beating among the Manhattan b.b, stations, in view of the 45-game Dodger nighttime schedule, including 21 home games alone. (St. Lonis stations take the major rap, with practically half of the season's games played under lights.)

WINS which carries the Value.

lights.)
WINS, which carries the Yankee games, is "stuck" with 36 nighttime games, and WMCA, with its Giants coverage, has 38 after-dark home and away contests, an increase of 10 over last season, meaning in all cases a cancellation of regular nighttime commercials and refund to clients, even though the latter benefit by a cuffo plug.

WCAU Fumbles Penn Game Political Football as 5 Other Outlets Recover

BEECHAM AS LONGHAIR

Sir Thomas Beecham, the British conductor, will be a classical disk jockey on a transcribed series to be heard over WQXR, N. Y., this fall. The weekly airer, "Sir Thomas Beecham Turns the Tables," was bought by the N. Y. Times station from Towers of London, Ltd., with Oliver W. Nicoli representing Harry Aian Towers in Gotham.

representing Harry Aian Towers in Gotham.
Elliott M. Sanger, WQXR's exec veepee, and Mrs. Sanger, program director, now are in London to confer with Towers on the series. Programs will be 55 minutes long and will feature music by orchestras. Sir Thomas has conducted well as interviewed ionghair celebs. Conductor expects to use a light approach in his commentary, feeling that "serious music need not necessarily be treated too seriousiy."

Italo Beer Yen, Femme Smokers. **Show in Survey**

Several hitherto unsuspected facts—such as that Italian housewives offer an excellent market for cigarets and that more Italian homes buy beer than wine—are revealed in a special study conducted for WOV, N. Y., by The Pulse.

ducted for WOV, N. Y., by The Pulse.

Survey differs from WOV's previous pantry inventory and similar studies in that it covers not only those products in the home on a given day but a careful record of purchases over a four-week period, Resuits are valuable to sponsors and agencies because they show the relative standing of various brands in the market and the frequency of purchase with greater accuracy than previous investigations. Data on 600 products in 65 ciassifications is included.

Figures show that Italian housewives in the New York area buy 15,000,000 packs of cigarets a month, exploding the misconception that this group of women doesn't smoke. They also show that although 61% of Italian homes in the area buy wine, 73% buy beer—11,000,000 bottles a week.

"The Italian-speaking people in N. Y. are a big, rich and important market," deciared Ralph Weil, WOV manager. "National magazines hardly reach them. The single Italian-language daily in the women and because not all are (Continued on page 36)

(Continued on page 36)

TWO-CITY HASSLE FOR OHIO STATION SETTLED

Portsmouth, O., Aug. 2.

Portsmouth, O., Aug. 2.
The two-city, two-state hassleover rights for a radio station in
Portsmouth is over, with local interests apparently carrying the
day. Greater Huntington Radio
Corp. last week withdrew its application asking same facilities
sought by Portsmouth Broadcasting Co., the FCC announced.

Both outfits had asked to operate on 1.260 kc, one kw. unlimited time. Huntington firm, which operates WHTN, asked that its application be dismissed without operates WHIN, asked that its application be dismissed without prejudice. This the Commission has done, and at the same time the Portsmouth application was removed from the hearing docket, thus clearing the way for FCC action.

No other applications competing with the Portsmouth proposal have theen filed, the Commission said.

Philadelphia, Aug. 2. U. of Pennsylvania grid games, for the past 14 years WOXR DISK JOCKEY clusively by WCAU, CBS affiliate, have been thrown open to all nine stations here. So far KWY, WFIL, WIBG, WHAT and WIP have ac-cepted the gridcasts, with WJMJ, WPEN and WDAS unavailable because of other commitments. WCAU has been granted an extension of time to make up its mind, because Donald W. Thornburgh took over as station manager only Monday

Games will be sponsored by Atlantic Refining, via N. W. Ayer, and the sponsor reportedly says it won't pay for stations other than WCAU or, if the latter decides against carrying the gridcasts, whatever station it buys. It is believed however, that the university itself will pay for time on other local outlets, using coin it receives from Atlantic for rights to the games. Stations would bill Ayer, with the agency deducting the charges from the payment to the university for broadcast rights.

Reason for Penn's decision to make the grid airers avallable to all Philly stations reportedly is that college prexy Haroac E. Stassen, former governor of Minnesota, is raising funds for a \$32,000,000 exexpansion of the university and also has presidential ambitions. Several stations in the city have been after him to get the broadcasts, and rather than antagonize potential allies, it's said, he decided the easiest way is to give everybody a crack at them.

WPTZ has exclusive rights to televise the games this season, but Games will be sponsored by At-

wPTZ has exclusive rights to televise the games this season, but it's believed that next year the games will be opened to ail three video outlets here.

Hoover Stance OK'd by FCC

Washington, Aug. 2.

Recommendations of the Hoover Commission affecting the Federal Communications Commission were given general endorsement by the FCC last week. Replying to a request for its views from Chairman John J. McClellan (D., Ark.) of the Senate Committee on Expenditures, Acting FCC Chairman Rosel

- Hyde said his agency agrees that:
 1. Administrative responsibility be retained in the chairman.
- 2. Commissioners be removable only for cause.
- 3. Commissioners stay in office until a successor has been appointed.
- 4. Salaries should be raised for
- members and staff heads.

 5. The Commission should be permitted to delegate routine matters to the staff (authority already) provided.

provided.

Hyde commented that in considering salaries for the Commission, not enough emphasis is given the importance of its regulatory services. While FCC has only a personnel of 1.350, he said, it has responsibilities for such industries as radio and television which are vital to the welfare of the nation.

vital to the welfare of the nation.

Under the Hoover recommendations, Commissioners would receive \$17,500 a year and the President would be empowered to pay the chairman \$20,000. A bill has passed the House to pay members \$16,000 and allow the chairman \$18,000.

Sen. McFarland (D., Ariz.) is hopeful of action this week by the Senate on his bill which would pay Commissioners \$15.000 a year in stead of the present \$10,000. What congress will finally come throug with this session is anybody's guess.

THE ETHEL MERMAN SHOW
With Miss Merman, Leon Janney,
Allen Drake, Ethel Browning,
Charles Webster, Santos Ortega,
Arthur Q. Bryan
Producer-director: Ken MacGregor
Writers: Will Glickman, Joe Stein
30 Mins; Sum., 9:30 p. m.
Sustaining
WNBC, from New York
Ethel Merman as a Broadway
personality has achieved more than
her share of attention with a musicomedy background of stardom
going back almost 20 years. Thus
it seemed a bright idea to star
her in a first-person situational
comedy airer. The execution is
something else again. Chalk this
up as a missout.
Here is a show whose dramatic
verbiage on its preem was nothing
more than a scant framework for
Miss Merman's vocalisthenics. It is
a script with a show business background, whose characters include
a male pianist friend, a floor-mop

more than a scant framework for Miss Merman's vocalisthenics. It is a script with a show business background, whose characters include a male planist friend, a floor-mop tycoon who is a prospective angel for a show to star Miss Merman, plus sundry others. In between, on this first show, Miss Merman ang such numbers as "Some Enchanted Evening," "Big Wonderful World" and, in her finale, the Inevitable "No Business Like Show Business," which she did in "Annie Get Your Gun." Ostensibly the program is supposed to parallel Miss Merman's career.

The idea, also, is to give Miss Merman a chance to be flip, brash and generally consistent with the character that she has created for herself in the theatre. But it isn't so much the failure of Miss Merman to get over personally—despite her invariable off-pitch singing, which she even kids herself. The fault lies, simply, in that there just isn't any show. And the supporting people, consequently, suffer, too.

MEEET CORLISS ARCHER

MEET CORLISS ARCHER
With Janet Waldo, Irene Tedrow,
Fred Shields, Sam Edwards,
Hans Conried; John Hiestand,

Hans Conried; John Hiestand, announcer
Script Supervisor: F. Hugh Herbert
Producer: Tom McAvity
30 Mins. Sun., 9 p.m.
ELECTRIC LIGHT & POWER
COS.
CBS, from Hollywood
(N. W. Augr.)

COS.

CBS, from Hollywood

(N. W. Ayer)

Succeeding the "Earn Your Vacation" giveaway show as summer replacement for Heien Hayes' "Electric Theatre," "Meet Corliss Archer" returns to the CBS net as a breezy comedy concoction for easy hot weather consumption. Of lightweight construction, this show skips brightly along its groove of amusing characterizations and comedy situations. Scripters occasionally err in trying to punch a snapper across too obviously, but show generally doesn't strain in getting at the funny bone:

Opening stanza (31) introduced the Archer family with Janet Waldo, as Corliss, standing out as the super-serious adolescent. Yarn revolved around the efforts of Corliss' father (Fred Shields) and boy friend (Dexter Franklin) to wean her away from her latest whim to be an artist. All hands played skillfully with Hans Conried turning in a firstrate bit as a high-brow art instructor. Sketch, unfortunately, wound up a bit limply after sustaining a crackling pace

brow art instructor. Sketch, unfortunately, wound up a bit limply after sustaining a crackling pace for most of the way. Pluss for the utility company were dignified.

REMEMBER THE DAY With Martha Deane; Dick Willard. 45 Mins., Fri. (29), 10:15 a.m. Participating WOR, New York

WOR, New York

As a opce-a-week feature on her

Monday-Briday transcribed airer,
Martha Deane, WOR's women's
commentator, is offering her listeners a nostalgic series of 45-minute flashbacks to the years immediately following the end of
World War I. The first of the
programs following the memory
motif was broadcast last Friday
(29). Titled "Remember the Day,"
the series has been broken into
four segments with the remaining
shows scheduled for Aung. 5 and
19.

19. With Miss Deane as narrator, the is shot faded back to the sign-of the armistice in 1918 and keynoted by recordings of by recording Tail that time. Tail was keynoted by recordings of tunes popuar at that time. Tail end of the broadcast was devoted to 1919 and also featured songs that were favorites then. On the whole, Miss Deane provided her listeners with some enjoyable oldies that throughout the years have retained their original flavor. Besides the platters she also of-fered somed reminiscent chatter which pointed up the changes that have taken place since the early 20's.

Show is Miss Deane's creation and Dick Wiliard, in addition to his announcing, also lent a helpful hand in the proceedings. Re-mainder of the series will be de-voted to the Roaring Twenties.

MAKE BELIEVE TOWN
With Virginia Bruce, Paul Dubov,
Colleen Collins, Rita Lynn, Ken
Christy, Sylvia Simms; announcer, Johnny Jacobs
Producer: Ralph Rose,
Directors: Rose, Frank Woodruff
Writers: Virginia Mullen, William
Alland
30 Mins.; Mon.-Fri., 3:30 p.m.
Sustaining

Sustaining CBS, from Hollywood

This half-hour series should please the distaff listeners with a number of techniques proven to entice the femmes. There's a heavy emphasis on the giamor of Hollywood, with references to stars, noted niteries and the "lights, camera, action" that film fans dote on. There's a potent dose of romance, with a good hardworking girl getting her man. And there's the draw of actress Virginia Bruce introing the yarns and narrating between the

acts.

Each broadcast presents an individual drama, which should get the housewives in the listening habit without the drawback of missing any action in case they skip a day. On Monday's (1) preemy, story was that of a high-pressure producer, supposedly resting in a hospital but actually tied up on a battery of phones as he preps a new pic. Name actress he wants for the production has walked out on him, but fortunately he falls in love with his Swedish-born nurse and inks her to a long-term contract both as his wife and star of his pix. Strictly from Cincerella, but the stuff that soapers are made of.

Scripting while hokey worked

derella, but the stuff that soapers are made of.
Scripting, while hokey, worked in some authentic details of the trade, such as banks not wanting to finance a comedy, temperamental talent complaining about roles, etc. Acting of Paul Dubov as the dynamic exec who succumbs to love and Colleen Collins as the Svensk nurse was good. Miss Bruce handled the hostess chore well, although her part was scripty and weighted with cliches.

HOW'S BUSINESS?
With Commerce Secretary Charles
Sawyer, Senator Paul Douglas,
Theodore Yntema
30 Mins.; Sun., 1:30 p.m.
Sustaining
NBC, from Chicago

This special series of five "University of Chicago Round Table" broadcasts is tackling some of the tough problems being discussed in Washington and by the nation generally. Produced by NBC in cooperation with Secretary of Com-merce Charles Sawyer, the airer

eration with Secretary of Commerce Charles Sawyer, the airer deals with questions such as: Are we facing a depression? What should be done to expand business activity? What's the future for the small businessman? What's behind the world trade crisis?

On the opener, in addition to Secretary Sawyer, the issues were mulled by Sen. Paul Douglas and Theodore Yntema, veepee of Ford Motors. Discussion was frequently confusing, as it covered some technical economic subjects and complex business cycle theories. Too fiten the participants were more interested in making their points with each other than in explaining them to listeners untutored in the intricacies of fiscal policies.

However, there was enough agreement on several points to make it clear that the participants feel the U. S. is not headed for a depression, but is merely witnessing a recession. Also pointed up was the difference between the administration's pump priming approach and the curtailed federai expenditures policy advocated by the Ford topper.

Despite its shortcomings, series should help listeners clarify their views on a number of national issues, such as taxes, wage boosts and aid to farmers.

AL FOREST
15 Mins., Mon.-thru-Sat., 7 p.m.
TEN EYCK HOTEL
WPTR. Albany
Listenable, relaxing dinner
music emanates from a Hammond
organ in the Empire Room of the
Ten Eyck hotel, Albany, on nightly
broadcasts by Al Forest, who was
at the console at the Ritz theatre
in Albany during the silent film
days and who has played hotel
dates in recent years. He achieves
neal effects in programs that are
varied.
Unfortunately, Forest had to

DAMON RUNYON THEATRE
("Blood Pressure")
With John Brown, Sheldon Leon
ard, Larry Dobkin, Luis var
Rooten, Sandra Gould
Producer: Vern Carstensen
Director: Richard Sanville
Writer: Russell Hughes
20 Mines Set 2:30 n.m. 30 Mins., Sat., 2:30 p.m.

Director: Richard Sanville Writer: Russell Hughes 30 Mins., Sat., 2:30 p.m. Sustaining WOR, N. Y.

Damon Runyon's colorful yarns about Broadway characters and hangers-on are the subject of this new series, which bowed with "Blood Pressure" Saturday (30). The characters have been transformed to radio fairly reliably and entertainingly, with their coloquial., flavorsome speech and somewhat melodramatic, theatrical activities. Sometimes the scripting style and dialog are a little too colloquial and cute, but for the most part the stuff has schmaltz to make an engaging half-hour. Opening show was well directed and performed, to augur well for the series. Open was interspersed with several public service pitches, for Savings Bonds, the police PAL league and Runyon's own pet, the cancer drive.

Opener was an amusing yarn about a bullying tough-guy, a dice cheat and strong-arm man, who scares the mob frantic, but who knuckles under to the frail femme who is his wife. John Brown, playing Broadway, the narrator-actor who will figure in all the episodes, was good in his role. Sheldon Leonard, as the big bruiser, Rusty Charlie, was excellent, and Sandra Gould made her brief bit as the wifé-tell.

wife tell.

QUORUM CALL
Rep. Barratt O'Hara, moderator
Producer-director: Paul Green
30 Mins., Sun., 4 p.m.
LABOR'S LEAGUE FOR POLITICAL EDUCATION
WCFL, Chicago

CAL EDUCATION
WCFL. Chicago
Chi's A. F. of L. station beams into the Democratic listening audience with this half-hour series transcribed in Washington and flown to WCFL each week. Dem. Congressmen talk of their bills and projects; exchange friendly pats on the back, and do some fence mending via the airwaves.

Program opens and closes with the ringing of the Congressional summoning bell. Moderator Barratt O'Hara, likewise a U. S. Representative, then reads the roil call of Chicago Congressmen, and calls upon several to deliver reports on pending legislation.

Program caught dealt with the Hoover Commission findings on fiederal expenditures. Cong. William Dawson argued earnestly that Republicans weren't the only ones who wanted to trim expenses. Cong. Sid Yates, one of Washington's better golfers, described a golf match with Sen. Robert Taft. Tenor of show — to present iabor's side in legislation—was adequately maintained. Speakers showed a minimum of bias against Republican opposition by stressing the affirmative aspects of their own case, rather than getting into personalities and name-calling. "Quorum Call" could be Improved by lifting the heavy atmosphere of mutual deference and bowing in favor of a lighter treatment. Likewise inserting some of the humorous side of Washington life would help to balance the format.

MAN ON THE FARM
With Chuck Acree, emcee; Reggie
Cross, various guests; George
Menard, announcer
Writers: Acree, Georgene O'Donnell

Producer-director: Miss O'Donnell 30 Mins.; Sat., 12 noon

Producer-director: Miss O'Donnell 30 Mins.; Sat., 12 noon Sustaining Mins.; Sat., 12 noon Sustaining Miss, from Chicago "Man on the Farm" is an audience participation show originating from an Illinois experimental farm. Previously heard only in the midwest area, the half-hour airerjoined the Mutual net Saturday (30) as a sustainer, but Quaker Oats picks up the tab as of Aug. 27. Emcee Chuck Acree frames his queries around such bucolic teasers as "Do Holsteins give more milk than Jerseys," name an agricultural state whose crops rank high in soybeans and wheat, and similar stumpers. Successful contestants carried off awards ranging from \$100 in cash to fishing reels and steak knives.

Format was a breezy one that featured an occasional nostalgic tune in the layout to bring about a change of pace. Besides their vicarious interest in the contestants' progress, listeners also have a chance to vie for a vacum cleaner by mailing four-line jingles for Acree to toss at studio guests. On the whole it's a meritorious

varied.

Unfortunately, Forest had compete with clattering dishes. Effect would likewise be enhanced if the announcing were done from the Empire Room rather than by remote control. Room's fine food and be a u tiful atmosphere are plugged.

ant so a u tiful atmosphere are plugged.

ant so a u tiful atmosphere are plugged.

ant so a u tiful atmosphere are plugged.

Gib.

CHANCE OF A LIFETIME
With Janie Ford, John Reed King;
Kenneth Roberts, announcer
Director: Charles Harrell
Producer: Bob Jennings
30 Mins; Sun, 9:30 p.m.
Sustaining
ABC, from N. Y.

Measured in terms of its giveaways dimensions, "Chance of a Lifetime" rates as one of the big-gest shows on the air. And there's hardly any other measuring rod applying to this type of airer. Show slugs hard with another stagger-

applying to this type of airer. Show slugs hard with another staggering array of prizes ranging from a pittance of a couple of hundred doilars to a \$25,000 completedly furnished home. Not much program finesse is present or needed with ali this loot dangling before dialers who want their gambling instinct satisfied.

Under this show's system of shoveling out the gifts, studio participants have to pick out from an electrical board three letters which ring either a bell or a buzzer. If it's a bell, the prizes soar into heavy coin; if it's a buzzer, the prizes are more moderate, but slinefty. On the initial show, one out of the four participants was a home listener who was contacted via telephone. After selecting their first three letters, the participants are given a chance to gamble their previous winnings against a grand jackpot prize in a 10-second race to ring up another bell on the board.

Like other giveaways shows, it's virtually impossible for a participant to miss winning a good share of the giveaways. The initial brainteasers are geared to the L'Q of the average dialer. In order to win the jackpot, however, dialers would have to know for example, the technical name of a two-humped camel which, of course, narrowly cut down the chances of winning.

As engee, John Reed King conducts the quiz in an ammosphere of

winning.

narrowly cut down the chances of winning.

As emeee, John Reed King conducts the quiz in an atmosphere of near-hysteria. He whips up audiences with shout, howls and a style of laughing that's usually heard on "Inner Sanctum." But virtually anything goes on the show and King's approach fits the clime. Vocalist Janie Ford delivers the show's theme song in a non-hysterical manner.

Currently, show is sustaining but Bruner-Ritter, jewelers. pick up the tab beginning Sept. 4. Herm.

EXPENSE ACCOUNT - FRANK
FARRELL
With Farrell; Herbert Hoover; Ted
Malley, announcer
15 Mins.; Sat., 7 p.m.
Sustaining
WOR, N. Y.
WOR, N. Y., has pacted Frank
Farrell, N. Y. World - Telegram
reporter, to give a weekly spiel on
government spending. Idea is

Farrell, N. Y. World-Telegram reporter, to give a weekly spiel on government spending. Idea Is good, and the series shapes up as eminently worthwhile, even if the opening session Saturday (30) was more polemic than reporting.

Farrell's first several programs will be based on the recent Herbert Hoover report for streamlining various government bureaus in the name of economy and efficiency. Opener was therefore largely expository, explaining what the Hoover Commission was, its members, its scope, the need of it, etc., before getting down to the business of discussing excesses in government organization.

Farrell speaks clearly, eagerly and simply, in appealing, man-of-the-street fashion. Occasionally his enthusiasm for his cause makes him stutter or fluff, but otherwise he's definitely okay. He got off an occasional good phrase, as when insisting on 'whittling down the Washington swindle sheet.' He's strongly back of the Hoover Report, giving both it and the former President great praise for their aim in saving the taxpayer \$3,000,000,000 a year in waste and inefficiency. Government organization is disordered, ineffectual, Farrell calims; a thorough reorganization is imperative.

Ex-President Hoover, in a transcribed special message, commended the series, to give it added stature. If Farrell sticks to reporting the facts, instead of his occasional preachment, it will be an excellent series.

THE FIRST HUNDRED YEARS
With Barbara Ellers, Sam Edwards,
Joseph Kearns, Myra Marsh, Bea
Benadaret, Earle Ross; announcer, Owen James
Producer: Dick Woollen
Writer: Jean Holloway
30 Mins.; Thurs., 8:30 p.m.
Sustaining

Sustaining ABC, from Hollywood

30 Mins; Thurs., 8:30 p.m.

Sustaining
ABC, from Hollywood

This is another situation comedy based on the foibles of young married couples. While it doesn't reach the level of "Blonde" or "Adventures of Ozzie and Harriet," it is somewhat better than "Me and Janie" and "My Good Wife," two shows in the same genre which NBC preemed this summer.

Humor reprised a lot of the old standbys of similar stanzas, but Jean Holloway worked up an effective script which cut back and forth from the bride's-home to the groom's abode on the morn of the wedding. Typically, the gal wondered whether her future hubby would snore while the latter worried that his spouse might sleep with her hair in lettal curiers. Typically, the garrulous fathers were sympathetic toward the young man "facing a life sentence" while the mothers were weepy over "losing my darling child." And typically, there was a young brat sister who thinks that ceremonies are "corny" and that sentiment "stinks."

Miss Holloway made good use of change of pace, inserting several flashbacks of tender romantie scenes. These gave the airer and added dimension of reality and were generally better scripted than the comic dialog. Acting of Bara Eilers and Sam Edwards as the young couple was slick and the supporting roles, although caricatured, were capably handled. Musical bridges displayed little originality, one obvious cue being a few bars of the "Wedding March" played with a trombone wha-wha for comic effect. A minor technical flaw was that the level on the audience mike was too low, which made the spectators' laughter seem thin.

BYEN DATE NOT FREE

AND YET NOT FREE
With Arnold Moss, Everett Sloane
Writer: Alvin Boretz
Producer: Ted Hudes
Director: Mitchell. Grayson
15 Mins; Wed. (27), 10:15 p.m.
CITIZENS COMMITTEE AN DISPLACED PERSONS
WMCA, N. Y.
Prepared by the Citizens Committee on Displaced Persons,
"And Yet Not Free" is another in a series of transcribed drama which urges Congress to re-examine its existing DP entry act.
While most of the salient reasons why DP's should receive more consideration is contained in this ayirer, the stanza is not quite as forceful as the Committee's previous documentaries on this subject.
Deficiencies of the law are

potential decementaries on this subject.

Deficiencies of the law are brought out in a discussion between a government DP camp worker and an inmate. Script is marked by frequent references to the 1620 Mayflower Pact, the Constitution's preamble as well as a Lincolnian quotation, in order to show America was founded on a policy of admitting free men. However, in citing historical precedents, the program tended to neglect more pressing contemporary issues.

lect more pressing contemposations.

Recording of President Truman's voice, taken from one of his addresses to Congress, helped sum up the current situation. He branded the plight of DP's as a "world tragedy" and added that these people would bring "strength and energy to the nation" were proper legislation for their admittance passed. Arnold Moss and Everett Sloane topped the small cast while John Gart's original music formed effective bridges.

BREAKFAST GANG
With Mel Ventner, Polly Lawrence,
Lyle Bardo Orch, others
Producer-Director: Mel Ventner
30 Mins.; Mon.-thru-Fri.; 7:15 a.m.
Participating.

ganization is imperative.

Ex-President Hoover, in a transcribed special message, commended the series, to give it added stature. If Farrell sticks to reporting the facts, instead of his occasional preachment, it will be an excellent series.

Bron.

MUSIC MEMORANDUM
With Frederick Lloyd
9:00 a.m., 15 mins., Mon. -thru-Fri.
Sustaining
KOMO, Seattle
This record-show strip with Frederick Lloyd (Lloyd Bloom) is a pleasant cntry in the morning sweepstakes for hausfrau listening.

KOMO, Seattle
This record-show strip with Frederick Lloyd (Lloyd Bloom) is a pleasant cntry in the morning sweepstakes for hausfrau listening.

Ilitted out of the routine with a judicious use of verse as tune introductions. Music is chiefly on the nostalgic and ballad side, and midway Bloom filis in with program notes on other KOMO programs. A nice Job all around.

BASEBALL: RADIO FRANKENSTEIN

Hooper's Top 15 and the Opposition | INDIE SPOT BIZ

	(3	uly 30)	
		Sponsored Total Network Competition	Comp
	Wannanathan		tition
	Hooperating	NBC Symphony 3.8	10.6
Walter Winchell	15.5	(No Sponsored Programs)	7.0
Horace Heidt	10.5	Johns-Manville News . 1.7	6.6
This Is Your F.B.I	9.8	Sam Spade 8.0	12.9
Stop the usic	9.8	NBC Symphony 3.8	
		Fish & Hunt 1.1	6.3
Mr. Keen	9.1	Johns-Manville 1.7	
Louella Parsons	8.5	NBC Symphony 3.8	10.6
Our Miss Brooks	8.4	Album Familiar Music 4.1	10.8
Take It or Leave	It 8.1	Jimmie Fidler 6.4	10.0
Crime Photograph	er 8.0	Name the Movie 2.3	8.7
Sam Spade	8.0	Stop the Music 6.0	14.1
		Stop the Music 10.3	
Mr. District Attor	ney. 8.0	Lawrence Welk 2.2	
Drew Pearson	7.9	Family Hour of Stars. 1.9	9.1
		Roy Rogers 4.4	
Mr. Chameleon	7.8	Orig. Amateur Hour. 4.3	
Fat Man	7.6	Band of America 2.6	7.2
Curtain Time	7.5	(No Sponsored Programs)	8.5

BAB Maps Split from NAB in Year; Miller Plugs for Autonomous BMB

will be a self-sustaining body with-out financial support from the National Assn. of Broadcasters National Assn. of Broadcasters within a year, according to NAB prexy Justin Miller. Latter told a press conference last week that NAB will continue to aid BAB during the present reorganization period but that details of the separation are being worked out for BAB members to provide its financial backing.

BAB members to provide its financial backing.

BAB chief Maurice Mitchell said
that the bureau, which has established offices in New York, has
been going ahead "at full steam"
and is completing its personal
roster quickly. Charles Batson is
heading up its TV sector and Lee
Hart will join its executive staff
at the end of her vacation. Robert
M. McGredy, former sales manager
M. McGredy, former sales manager
of WTOP, Washington, and WPAT.
Paterson, N. J., has been added
as an assistant director, assigned
to the national spot field and spearheading activities in the chain store
field.

field.

"There has been some discussion as to whether BAB should plug tele." Mitchell said, "buf we feel that as long as we're positive in pushing both AM and TV neither medium will suffer. However, we have met some skepticism on the part of newspaper-owned stations because of our selling the value of broadcasting over the dailies, radio's chief competition for the retailer's dollar."

Discussing the precarious situation of Broadcast Measurement Bureau, Judge Miller said that a

Discussing the precarious situation of Broadcast Measurement Bureau, Judge Miller said that a solution to its problems should be found in establishing it along the lines proposed for BAB. Making it independent of NAB, two-thirds of whose members are not BMB (Continued en page 28)

(Continued on page 36)

'Travelers' Own Marshall Plan

Chicago, Aug. 2.

Marshall Plan, junior grade, leaves for Europe Aug. 12. A plane load of prizes, ranging from cigaret lighters to washing machines, will accompany Tommy Bartlett and his "Welcome Travelers" troupe of 15 which will entertain GI's for two weeks. A yet-to-be-signed femme singer and film star will be included in the group. Joe E. Brown is scheduled for a London appearance with the show. "Travelers" will tape-record the show, using GI participants, which will be followed by a 45 minute variety show at each base. First stateside airing of the European-recorded programs will be on NBC Sept. 5.

To guard against mechanical mis-

Sept. 5.
To guard against mechanical mis-To guard against mechanical mishaps, all necessary electrical and mechanical equipment is being carried in triplicate.

Ripley of the junket is that the USAF refused to allow a press agent to accompany the party.

body with-from the Writers Guild Sets Up Web Talks on New Pacts

Eastern region office of the Ra-dio Writers Guild will hold par-leys with its members at CBS, NBC and ABC in the next few weeks preparatory to entering into nego-tiations with the webs for new con-tracts. Present pacts expire Sept.

Demands will be formulated by the 75 news and continuity writers who are covered by the staff con-tracts.

See D.C.'s WWDC **Buying Cowles'** WOL for 300G

Washington, Aug. 2.

A deal will probably be signed this week for the sale of WOL, owned by the Cowles Broadcasting Co., to WWDC for a flat \$300,000. The Mutual affiliation is taken over by WWDC but no agreement to extend the contract beyond its expiration next June is provided. It is understood that principal interest of WWDC, owned by Joseph Katz of the New York and Baltimore advertising agency, in acquiring the Cowles station, is the increased coverage it can get from WOL's 5 kw operation on 1,260 kc. The highly prosperous 250 watter, town's leading independent, is believed to be quite satisfied with its present format and not seeking to change it. The present news contract by which WOL originates Mutual programs in Washington is not being assumed by WWDC. Contract calls for acquisition of all physical facilities, except television equipment with which Cowles was experimenting. WWDC will assume lease of WOL studios in Heurich building on K Street but hasn't decided yet whether it will move in. Decision will likely hinge on disposition of WWDC facilities which must be sold under government duopoly regulations. Following FCC approval, station will turn in WOL-call elters and substitute its own. Same will go for WOL-FM.

In acquiring WOL-S facilities, WWDC is buying a plant for considerably less than it could duplicate today. Cowles invested nearly \$500,000 in AM and FM since it acquired WOL about four years ago. Some of the equipment would cost more today.

The Cowles firm has taken a licking in its Washington radio venture. To obtain WOL it swapped the 5 kw WMT in Codar Rapids, a CBS affiliate, which is one of the biggest moneymakers in Iowa Gardner Cowles, who was domestic (Continued on page 36)

TAKES A BEATING

The indie stations with major league basebali commitments, both in New York and around the country, have been making much of the fact that, for an approximate 30 weeks of the year, they've been copping all the daytime audiences, as evidenced by the Hoopers in the respective cities.

For the first time, however, a

great many of the stations are beginning to wonder whether it's been

great many of the stations are beginning to wonder whether it's been
worth it. The skepticism, particularly among the Gotham outlets
carrying the Yankees, Glants and
Dodgers games, stems from an
awareness that it's beginning to
cost them money out of the station
pocket. It was one thing to ride
along with the regulation 2 to 5
p. m. warmup and playing time.

But with more and more games
taking over the nighttime spectrum
(with a record high established this
season), the stations find they've
been forced to cancel out regularly scheduled commercials, particularly the lucrative spot business.
Similarly the long games, stretching into 14 and 15 innings, are proving costly to the stations, since
they're committed to see them
through. On the latter, WMGM,
which carries the Dodger games,
seems to have the advantage over
the other stations, since it managed to bypass any such contractual
bolligation, signing off at 5 p. m.,
regardless, to make way for Ted
Husing's "Bandstand." Those
double-headers that run overtime,
the stations cry, are nothing short
of murder in wiping out spot biz.

On the other hand, it's the selfsame WMGM that takes the worst
nighttime beating among the Manhattan b.b, stations, in view of the
45-game Dodger nighttime schedule, including 21 home games alone.
(St. Lonis stations take the major
rap, with practically half of the
season's lights, which carries the Yankee
"Gomes ic "stuck" with 36 nighttime

rap, with practically hair of the season's games played under lights.)

WINS, which carries the Yankee games, is "stuck" with 36 nighttime games, and WMCA, with its Giants coverage, has 38 after-dark home and away contests, an increase of 10 over last season, meaning in all cases a cancellation of regular nighttime commercials and refund to clients, even though the latter benefit by a cuffo plug.

Usually, in case of rain, the stations manage to reschedule their commercial lineups to salvage a portion of the business, but this year, thus far, they haven't even been able to capitalize on that break.

U. ef Cal. Campus Radio Goes Com'l.

Washington, Aug. 2.

The campus-wired radio station at the U. of Southern California in Los Angeles, KTRO, which has an audience of 5,000 students, is planning to accept commercials next fall-to give experience and to develop "intelligent sensibilities" in broadcast personnel.

"We, with many others," KTRO told the FCC last week, "are frequently given to denouncing vulgar commercialism and offensive radio practices. Such tirades are only lovely generalities, however, until they can be backed with experience in good broadcasting and until we can prove to ourselves and others that good commercialism exists, and what it is."

The station, which is operated for and by students" under faculty supervision, requested that the Commission hold hearings on proposed regulations governing low-power campus stations.

WCAU Fumbles Penn Game Political Football as 5 Other Outlets Recover

BEECHAM AS LONGHAIR

WQXR DISK JOCKEY

Sir Thomas Beecham, the British conductor, will be a classical
disk jockey on a transcribed series
to be heard over WQXR, N. Y.,
this fall. The weekly airer, "Sir
Thomas Beecham Turns the
Tables," was bought by the N. Y.
Times station from Towers of London, Ltd., with Oliver W. Nicoli
representing Harry Alan Towers
in Gotham.

Elliott M. Sanger, WQXR's
exec veepee, and Mrs. Sanger, program director, now are in London
to confer with Towers on the serries. Programs will be 55 minutes
long and will feature music by orchestras. Sir Thomas has conducted & well as interviewed
longthair celebs. Conductor expects to use a light approach in
his commentary, feeling that "serrious music need not necessarily
be treated too seriously."

Italo Beer Yen, Femme Smokers. **Show in Survey**

Several hitherto unsuspected facts—such as that Italian housewives offer an excellent market for cigarets and that more Italian homes buy beer than wine—are revealed in a special study conducted for WOV, N. Y., by The Pulse

Pulse.

Survey differs from WOV's previous pantry inventory and similar studies in that it covers not only those products in the home on a given day but a careful record of purchases over a four-week period, Results are valuable to sponsors and agencies because they show the relative standing of various brands in the market and the frequency of purchase with greater accuracy than previous investigations. Data on 600 products in 65 classifications is included.

Figures show that Italian house-

tions. Data on 500 products in obclassifications is included.

Figures show that Italian housewives in the New York area buy
15.000,000 packs of cigarets a
month, exploding the misconception that this group of women
doesn't smoke. They also show
that although 61% of Italian homes
in the area buy wine, 73% buy
beer—11,000,000 bottles a week.
"The Italian-speaking people in
N. Y. are a big, rich and important
market," declared Ralph Weil,
WOV manager. "National magazines hardly reach them. The
single Italian-language daily in the
city reaches only 20% of the
women and because not all are
(Continued on page 36)

(Continued on page 36)

TWO-CITY HASSLE FOR OHIO STATION SETTLED

Portsmouth, O., Aug. 2. Portsmouth, O., Aug. 2.

The two-city, two-state hassle over rights for a radio station in Portsmouth is over, with local interests apparently carrying the day. Greater Huntington Radio Corp. last week withdrew its application asking same facilities sought by Portsmouth Broadcasting Co., the FCC announced.

Both outfits had asked to over.

ing Co., the FCC announced.

Both outfits had asked to operate on 1.260 kc, one kw, unlimited time. Huntington firm, which operates WHTN, asked that its application be dismissed without prejudice. This the Commission has done, and at the same time the Portsmouth application was removed from the hearing docket, thus clearing the way for FCC action.

No other applications competing

No other applications competing with the Portsmouth proposal have theen filed, the Commission said.

U. of Pennsylvania grid games, for the past 14 years carried ex-WOXR DISK JOCKEY clusively by WCAU, CBS affiliate, have been thrown open to all nine stations here. So far KWY, WFIL, WIBG, WILAT and WIP have accepted the gridcasts, with WJMJ, WPEN and WDAS unavailable because of other commitments. WCAU has been granted an extension of time to make up its mind, because Donald W. Thornburgh took over station manager only Monday

Games will be sponsored by At-Games will be sponsored by Atlantic Refining, via N. W. Ayer, and the sponsor reportedly says it won't pay for stations other than WCAU or, if the latter decides against carrying the grideasts, whatever station it buys. It is believed however, that the university itself will pay for time on other local outlets, using coin it receives from Atlantic for rights to the games. Stations would bill Ayer, with the agency deducting the charges from the payment to the university for broadcast rights.

Reason for Peun's decision to

charges from the payment to the university for broadcast rights.

Reason for Penn's decision to make the grid airers available to all Philly stations reportedly is that college prexy Harota E. Stassen, former governor of Minnesota, is raising funds for a \$32,000,000 expansion of the university and also has presidential ambitions. Several stations in the city have been after him to get the broadcasts, and rather than antagonize potential allies, it's said, he decided the easiest way is to give everybody a crack at them.

WPTZ has exclusive rights to televise the games this season, but it's believed that next year the games will be opened to all three video outlets here.

Hoover Stance OK'd by FCC

Washington, Aug. 2 Recommendations of the Hoover

Commission affecting the Federal Communications Commission were given general endorsement by the FCC last week. Replying to a request for its views from Chairman John J. McClellan (D., Ark.) of the Scnate Committee on Expenditures, Acting FCC Chairman Rosel

Hyde said his agency agrees that: 1. Administrative responsibility be retained in the chairman.

Commissioners be removable only for cause.

3. Commissioners stay in office until a successor has been appointed.

4. Salaries should be raised for

a. Sataries should be raised for members and staff heads.
 5. The Commission should be permitted to delegate routine mat-ters to the staff (authority already provided).

provided.

Hyde commented that in considering salaries for the Commission, not enough emphasis is given the importance of its regulatory services. While FCC has only a personnel of 1,350, he said, it has responsibilities for such industries as radio and television which are vital to the welfare of the nation.

vital to the welfare of the nation.

Under the Hoover recommendations, Commissioners would receive \$17,500 a year and the President would be empowered to pay the chairman \$20,000. A bill has passed the House to pay members \$16,000 and allow the chairman \$18,000.

Sen. McFarland (D., Ariz.) Ishopeful of action this week by the Senate on his bill which would pay Commissioners \$15,000 a year in stead of the present \$10,000. What Congress will finally come throug with this session is anybody's guess.

On Sunday night, Luigi spent a half hour with some to



temillion friends...He could have



delivering the biggest values The inevitable squawks to the government's television allocation governments television allocation proposals reached crescendo proportions last week, with the result that it will take at least a month longer for the freeze to thaw out. Confronted with a swarm of industry requests for more time to stud try requests for more time to study the data and prepare comments the FCC postponed hearings scheduled for Aug. 29 to Sept. 26. Judging from some of the petitions filed last week with the agency, it won't be surprising if further extensions are sough. Analyzing the won't be surprising it further ex-tensions are sought. Analyzing the effect of the allocations, broad-casters say, is a big job and en-gineers need vacations too.

In view of the hearing postpone-ment, it is now considered ex-tremely doubtful if-the-video-freeze on he litted by the end of the

tremely doubtful if the video-freeze-can be lifted by the end of the year—if then. This means it will-be at least six months before FCC can hand out a television permit either in the present channels or in the new ultra high frequency (CHF) band. Any possible action on color will be likewise delayed but the additional time provided for testing and demonstrating 6 mc bandwidth colorcasting might well turn out to be an advantage. turn out to be an advantage

One of the big gripes against the allocation proposals is the mixing of UHF and VHF stations in the same cities. The ABC network told the Commission the plan will

same cities. The ABC network told the Commission the plan will cause too many complications and produce a "disjointed system." It believes more VHF channels can be assigned for cities which have been given UHF, making it unnecessary for set öwners to install adaptors to tune in the new stations which would be provided.

The web thinks its plan can be accomplished by squeezing more VHF stations from one channel through the use of directional transmitting antennas, by limiting a station's signal to the needs of its area, and by employing other engineering alds. So important does ABC regard the problem that it suggested the Commission devote the initial hearings to it before proceeding with specific allocations.

In postponing its hearings, the In postponing its hearings, the Commission also extended from Aug. 8 to Aug. 26 the deadline for filing comments on the allocations and from Aug. 19 to Sept. 12 for submitting counterproposals.

SHOWCASE SPONSOR FOR 'SURPRISE THEATRE

Hollywood, Aug. 2. NBC's KNBH will handle telenser of the William Morris agency ackage. "Surprise Theatre." for package. 13 weeks. 13 weeks. Program will be different each week. Agency is presenting show in order to get kinescope for sponsor presentation. Morris office will pay costs for kine while KNBH will stand all other injuries. First show, starring Pinky Lee, is slated for Aug. 10 telensing. Following layouts will fecture ZaSu Pitts. Billie Burke, Bela Lugos; Sterling Holloway, El Brendel. Moro and Yaconelli, Weaver Bros. and Elviry and Marcy McGuire. Program will be dif-

Oboler's New Show

Hollywood, Aug. 2.

Arch Oboler will do a 30-minute dramatic television show over KLAC-TV, starting this fall. Program will be Cinemascoped for presentation here as well as in other markets. MCA is handling Oboler show will be compared to the package.

Oboler show will be given eight hours in the studios where it hours in the studios where it will be Cinemascoped on a closed cir-cuit and edited to 30-minutes for telensing. Martha Scott has been set for the initialer which will be put on film this week. Different top role thesps will be used each week.

Hodges' WLW-T Show

Cincinnati, Aug. 2.
Paul Hodges, a rejoiner of tagosley staff after a two-year flight WEWS, Cleveland, this we win wews, Cleveland, this week Jaunched a series of evening 15-rimute shows on WLW-T with 'Paul's Place' tabbing for lunch-wagon locale.

"Paul's Place" tabbing for functionages locale.

On previous Crosley stints Hodges did man-on-the-street pick-tups for WLW at train and bus depois here and also for piping from New York's Pennsylvania Station.

FCC's Color List

Washington, Aug. 2. The extent of experimenta-tion on color television was revealed last week in a listing of companies called upon by the Federal Communications Commission to supply re-search reports for its forth-Commission to supply research reports for its forthcoming video allocation hearings. From 32 firms licensed to operate 46 experimental
television stations, the Commission called on eight to
submit color data. These were
Capehart - Farnsworth Co.,
CES. Don Lee, DuMont Labs.,
Paramount Television Productions. Philoc. RCA and Sherron Metallic Corp.

In addition, FCC requested
reports from these and other
companies on their work in
developing equipment for
transmitting and receiving
UHF television, for propagation measurements in UHF,
and for results in UHF in various parts of the band.

Meanwhile, It was learned, members of the Senate Committee on Interstate & Foreign Commerce are planning to ob serve demonstrations to be serve demonstrations to be conducted here in two weeks of color-casts from WMAR-TV, Baltimore, to be rebroadcast by WMAI-TV, Washington. Authority for the tests was recently granted by the FCC along with permission to CBS and RCA to try their systems on commercial stations.

FCC Upheld On Par Tele Bids

Washington, Aug. 2.
The U. S. Court of Appeals for the District of Columbia yesterday (1) upheid FCC policy In holding up the application of Paramount Pictures for a television station in Detroit. Commission delay In processing Par's application, the court said. was "amply justified" by the problem before the agency when permits were being handed out, namely, how many stations Par should be allowed to own.
"We conclude." said the court.

should be allowed to own.

"We conclude," said the court,
"that the failure of the Commission to consider appellant's (Par's)
application in its normal routine
turn was not arbitrary or capricious but was within permissive
administrative discretion."

Par's subsidiary, United Detroit
Theatres Corp., claimed FCC failure to pass on its application finally
resulted in all but one of the
Detroit channels being assigned
and UDTC being thrown into a
competitive hearing for the remaining frequency, which is now
frozen.

frozen.

The court opinion asserted that since 1945 the Commission has been trying to determine which of numerous TV applicants in Hollywood, San Francisco, Boston, Pittsburgh, Chicago, Dallas, Cincinnatiand Passaic were Par subsidiaries and which five the maximum permitted one licensee; the picture firm wished to profes.

permitted one licensee; the picture firm wished to prefer.

Under a proposed FCC decision which holds that Par's 28% interest in DuMont constitutes control, Paramount would be denied any additional station. It now has TV outlets in Los Angeles and Chicago. DuMont has stations in New York, Washington and Pittsburgh.

'Vanity Fair' Optioned By Weintraub Agency

Weintraub agency has optioned orothy Doan's "Vanity Fair" show on CBS television for the upcoming season. Agency expects to line up five separate clients to bankroll the half-hour distaff program each day of its cross-the-board spread.

Now on a summer hiatus, "Fair" expected to return about Sept. 5. Formerly aired from noon to 12:30 p.m., it will be moved into a late afternoon spot, probably from 4:15 to 4:45.

GARRY MOORE VICE TEX-JINX 'PREVIEW'?

Garry Moore may star in his own half-hour television show for Philip Morris cigarets, as a replacement for the Tex McCrary-Jinx Falkenburg "Preview" show. Latter is set to exit its Monday night spot on CBS-TV at the conclusion of the current laweak night spot on CBS-1v at the con-clusion of the current 13-week cycle and the Biow ad agency, hav-ing re-optioned the time for the ciggie firm, wants to put Moore in the period.

Moore reportedly is still on good terms with Biow, despite his hav-ing been replaced as quizmaster on Eversharp's "Take It Or Leave It" radio show this fall by Eddie Can-Eversharp's Lane 1.50 and 1.50 Eddie Cantor Moore guested twice on Lanny Ross' "Swift Show" via NBC-TV during his recent stay in N. Y. and Blow execs believe he can be built into a standout TV personality.

Zenith Giving Go-Ahead Sign

Zenith prexy, Commander Eu-ene F. McDonald, Jr., halled Phonevision as a ripe melon which will bring fat profits to tele stations, film producers, sports pro-moters and TV set manufacturers McDonald's "pay as you go" device was given the go-ahead last week with formal signing of a pact between Zenith and its new subsidiary TECO (Television Enter-tainment Corp.), which will handle promotion and licensing of Phone-vision.

Zenith will license other manufacturers to include Phonevision in their sets, and claimed that any TV set now in existence can be modified to receive Phonevision by adding \$10 worth of tubes. TECO will be a clearinghouse for the phone companies, entertainment producers and the stations.

ducers and the stations.

Phonevision device is one that will carry entertainment over telephone wires into subscriber sets and block off non-subscribers by means of a coding arrangement. Phonevision subscribers pay only for what programs they order through the phone company, currently pegged at \$1 per show, and are charged on their phone bills later.

later.

McDonald pointed out that Zenith wouldn't overlap its functions with the newly formed TECO. "Zenith is not in the entertainment business," he said. "Neither will TECO have any rights to manufacture or license Phonevision or TV sets. Zenith will do the licensing of Phonevision to other set manufacturers."

McDonald said that Zenith was already in contact with other set companies wanting licenses to in-clude Phonevision equipment in their sets.

Net snows at present are kine-scoped in New York, processed there and then shipped out to sub-scriber-stations. Because there's a reported log jam among the N. Y. film processors ABC-TV has asked for bids from Chi outfits. Test made Friday (29' on "Fun for the Money" hasn't been adjudged yet, and hence no starting date on a regular schedule of kine from here regular schedule of kine from here

WENR-TV, ABC-TV's owned and WENR-TV. ABC-TV's owned and operated outlet here, is planning on an additional four to five hours of programming daily as soon as the kine deal starts on a regular basis. Move will permit the station to take more New York originations, as well as build more local shows.

Educational B'casting Sees Threat In General Expansion of TV, FM & Fax

WLW-T Doubles Sponsors During First Half of '49

Cincinnati, Aug. 2.

Cincinnati, Aug. 2.
Crosley Broadcasting Corp. reports a doubling of advertisers on WLW-T during the first half of the year, when daily airings averaged five hours and 40 minutes. Biggest gain was in local advertisers, the number jumping from 16 in January to 50 in June for spot announcements, programs and participations. Excluding spots, commercial hours during the six months increased from 17 hours, 44 minutes per week, to 34 hours, 35 minutes. 35 minutes. Telecast hours increased from 65

Telecast hours increased from 65 hours and 34 minutes to 80 hours and three, minutes per week, including test patterns. The station's research department notes that kinescope and network show hours doubled, as did remote hours, with baseball bringing the total of local non-studio time to 13 hours and 55 minutes in June.

Coast Union Meet On TV Continues

Hollywood, Aug. 2.

Indications are that 80 reps of eight unions will continue meetings here late into this week in attempts to reach jurisdictional here late into this week in attempts to reach jurisdictional agreement on divvying TV power among organized talent unions. Conclave, being held here at invitation of Screen Actors Guild, started Saturday (30). SAG appears determined to maintain control over acting on film, with that stand apparently key to any agreement.

stand apparently key to any agree-ment.

Chief item of discussion has been the so-called "President's Plan," which calls for creation of television authority by all eastern taient unions, with SAG coming in on either partnership or joint venue basis that would continue its control over film acting. East-ern union reps spent almost all day Monday (1), mulling over this plan and others.

Jarrett, Lewis Snarled When AFM Puts Scripps' Stations on Unfair List

Clncinnati, Aug. 2.
Scripps-Howard stations here are on the American Federation of Musicians' unfair list. Ban was put into effect Saturday (30) after Mortimer C. Watters, general manager, failed to agree with union ruling that four musicians, at weekly 12-hour scale of \$100, be engaged for WCPO-TV four days after its commercial video bow.

As a result of the dispute. Art

their sets.

CHI ACTS TO EASE

LOGJAM ON KINE

Chicago, Aug. 2.

ABC-TY has set up kinescoping facilities in its central division studios here and net insiders believe that as much as four days' time will be saved from the current New York setup for tele outlets taking-the kine shows from the net.

Net shows at present are kinescoped in New York, processed there and then shipped out to subscriber-stations. Because there's a reported log jam among the N. Y. film processors ABC-TV has asked

paying a weekly fee of \$45.50 for several years to Gene Hoctor, pianist, without playing on the air. Watters said that his request for Hoctor to play on WCPO-TV was met by the union demand for a salary boost to \$500 weekly, for which the station could use five men. Oscar Hild, local union head and an international officer of AFM, later changed to the offer of four men for \$400, Watters said. The AFM action, Hild stated, is in line with the television station's power increase over WCPO.

This leaves Crosley stations the only ones in Cincy in good AFM graces, with a staff of more than 20 musicians for AM, FM and video.

Blanket Ohio Markets
DuMont network this week signed affiliation pacts with the signed affiliation pacts with three signed affiliati

rear that the expansion of tele-vision, facsimile and frequency modulation will hurt educational broadcasting is expressed in the report of 22 radio toppers and lead-ing educators who attended the ining educators who attended the in-tensive seminar sponsored by the Rockefeller Foundation and the U, of Illinois In June and this month, "There has been valuable activi-ty on the part of commercial sta-tions and networks to present Im-

tions and networks to present im-portant local and national issues to the general public and to partici-pate with schools and universities in the development of planned edu-cational activities." the report de-clares. "Limited and sporadic becational activities. the report de-clares. "Limited and sporadic be-cause of economic considerations, these activities have been, never-theless, important and valuable in the total educational job. The ad-vent of the new media and in-creased competition indicate a probable decrease in this kind of service by commercial broadcast-ers. It is important that commer-cial broadcasting continue to serve the national de addience with educial broadcasting continue to serve the nationwide audience with educational materials, but the situation places an even greater responsibility on educational institutions to use broadcasting and use it as well as possible."

The educational broadcasters prepared their study after consultation with a number of experts, including Dr. Paul Lazarsfeld, of New York U.; Sterling Fisher, NBC; Robert Hudson, CBS; Justin Millier. National Assn. of Broad-

Miller, National Assn. of Broad-casters prexy: Mary Ahern, ABC; and Wilbur Schramm, director of the Institute of Communications Research, chairman of the seminar, 12-Point Program

The report outlines a 12-point program for educational broadcast-

ers:
(1) Assess community needs and resources (2) Develop new program tech-

ments.

(5) Help train competent personnel for the entire industry, because major technological and social developments demand new

cial developments demand new skills.

(6) Publicize the possibilities of educational broadcasting.

(7) Establish a central service for sharing program via tape and transcription.

(8) Establish regional FM educational networks.

(9) Set up a national educational transcription service for planning, producing and distributing pro
(Continued on page 36)

CON EDISON BUYS TELEPIX NEWSREEL

Consolidated Edison of N. Y. this week signed to bankroll TelePix, the daily five-minute newsreel of the N. Y. Daily News' WPIX. thus becoming the first public utility in the N. Y. metropolitan area to enter video advertising. Sponsorship begins Sept. 11, through BBD&O. Con Edison plans a heavy promotion and advertising campaign for the reel, utilizing bill inserts, billboard and truck posters and window displays. TelePix, which has concentrated on local news coverage since WPIX abandoned its national syndicated reel some time ago, works in close cooperatime ago, works in close coopera-tion with the News and has thus been able to score beats on most other video reels now on the air.

DuMont Web in Bid To Blanket Ohio Markets

WOR-TV'S 'OPERATION BANKROLL'

Fibber & Molly Going Slow on TV; [X-7|EGFELD ROOF Slash in Set Prices Seen Sparking Would Have to Give Up AM Airer LEASED AS STUDIO

Jim and Marian Jordan (FibberMcGee and Molly) are considering the possibility of going into televisin, but want to get their feet wet in the new medium slowly. The Jordans told VARIETY, before sailing last week for a European vacation, that they will do an experimental TV audition for kinescoping in Hollywood next October. "Fibber and Molly" is one of the few top comedy airers remaining on NBC after the CBS raids. "Like all advertisers," said Jordan, "our sponsor, Johnson's wax, would like to get into tele, because verybody's talking about it. But very wisely they're not pushing us into it. We think that Wistful Vista will go well on teevee. However, we're not certain that we old people can adapt successfully to video."

The Jordans have had experience

we're not certain that we old people can adapt successfully to video."

The Jordans have had experience in visual entertainment as a vaude team, having done a piano act and other turns, but they left the field for radio 24 years ago. "Now." Jordan commented, "we're not sure we even know how to make an entrance." They feel, however, that there may be a good carryover for TV from their film experience, which includes five pix. Their last effort, "Heavenly Days," was made in 1944.

"If we get into video in '50," Mrs. Jordan said, "we'd have to give up our AM program, because it's virtually impossible to do both. If we knew we were ready and could do a tele version, we wouldn't want to be on kinescopes at their present level of quality. However, NBC is constantly improving their kines and we think that those we're doing on the Coast are better than those we're getting from the east. Probably by the time we're ready, kine quality will have been perfected."

When "Fibber and Molly" returns to NBC Sept. 13 it will celebrate its 15th year for the same aponsor, Johnson's Wax. A special hour-long broadcast is being lined up, with guest starts and a revamped format.

CBS' Chi Poser **On Audience Shift**

faced with the problem of transposing its entire Chlcago audience from one station to another several weeks after the new season starts. Its success in getting the audience to switch is expected to offer evidence on how deeply-set are the dial-tuning habits of televiewers.

viewers.

Web is now affiliated with the Chi Tribune's WGN-TV. On Oct. 12, however, it starts an exclusive affiliation agreement with WBKB, the Balaban & Katz outlet. It was originally reported that, to forestall the necessity for the audience switch, CBS would attempt to convince snanears of its new fall shows. switch, CBS would attempt to con-vince sponsors of its new fall shows to sign a network pact minus a Chi outlet and then make an indie deaf with WBKB until CBS moved in on that station.

Web sales execs this week, how-ever, scotched those reports, de-claring all network shows would be carried on WGN-TV until the switchover time.

SCHWARTZ TO COAST ON 'INSIDE' TALENT HUNT

Arthur Schwartz flew to the Coast Monday (1) to line up talent for his new revue, "Inside U.S.A. with Chevrolet," which preems on OBS-TV Sept. 29. The producer-composer expects to pact several pic celebs to star in the various editions of the show and will confer with Hollywood scripters on sketch material.

Music for the video series will be cleffed by Schwartz, with most of the lyrics to be penned by Howard Dietz.

FCC: 'Quit Stalling'

Washington, Aug. 2.
The FCC cracked down on a television permittee last week for stalling on construction but eased up on another after a showing of intention to complete operations. On the basis of "apparent lack of diligence," the agency refused WJIM-TV in Lansing, Mich, an extension of completion date but gave the permittee opportunity to request hearings.

request hearings.

In the case of KTLX of Phoenix, the Commission set aside a previous denial of an extension and gave the permittee to Nov. 27, 1949, to complete the station.

Wynn's TV Series Seen 'Opening The Coast' to Others

Hollywood, Aug. 2.
Hal Kanter, radio writer just signed as head scripter for the upcoming Ed Wynn television show, believes the Wynn stanza has already started to "open up the Coast" for TV. Once Wynn, whose years of experience have made him an authority in show business, decided to gamble his career on video, those who had paid no attention to cided to gamble his career on video, those who had paid no attention to the new medium apparently decided the time had come to hop on the video bandwagon.

"What surprises me," Kanter says, "is that so many people who've been sluffing off TV in conservations the nate it would be have

who've been sluffing off TV in conversations the past six months have been calling me to find out what chance they have of getting on the show in some way. Evidently, enthuslasm for TV is growing out here, not only among those who are involved in it now but among radio and picture people who are beginning to realize they'll have to get into it sooner or later or go into the auto washing business."

Wynn show, according to Kanter, will be like the legit revues that made the comedian a star. Scripter will drop his assignment on the

made the comedian a star. Scripter will drop his assignment on the "Beulah" radio show to take over the Wynn opus but will continue to double as co-scripter, with Bill Morrow, on the Bing Crosby airer. Working with him on TV will be Seaman Jacobs, his colleague on "Beulah," and Leo Solomon, formerly a writer on the Jack Carson radio series. Kanter reportedly is getting the best writing salary yet paid in video but it is still far below AM standards. Jacobs, estroadway p.a., formerly scripted for Wynn on radio.

Wynn program kicks off via kinescope from the Coast Oct. 4 vla CBS-TV. Speidel Watch Band will sponsor.

'Unrealistic Policy' Rap Tossed at DuMont As Ginnes Yanks Show

As Ginnes Yanks Show

Abram S. Ginnes, writer-owner of "Growing Paynes," has taken the situation comedy off DuMont, where it was aired for 42 weeks, and is turning it over to Musie' Corp. of America for saie elsewhere. Reason for the move, Ginnes said, is DuMont's "unrealistic policy: short on showmanship, tong on penny-pinching."

According to Ginnes, DuMont program director James L. Caddigan called him in recently and told him the net feit the show deserved better production values and an upped budget. However, Caddigan reportedly informed the packager, a "new economy wave had been instituted" and finted at a budget cut.

Meanwhile Ginnes is readving

cut.

Meanwhile Ginnes is readying the audition script for the "Cafe Society" tele show, which the Ted Ashley office is handling.

"Anybody can spend money; the trick is to do it for nothing" is the theme for WOR-TV, due to preem in September. The tele adjunct of Mutual's N. Y. key will buy no programs, but instead will air packaged shows acceptable to the station, opening them for one-minute spots and giving the producing company a slice of the revenue.

the same time, VARIETY learned, WOR-TV has set a deal to lease the New Amsterdam Roof for a video theatre. The house,

teatied, WOR-1V has set a geai to lease the New Amsterdam Roof for a video theatre. The house, once used by Florenz Ziegfeld for his famous summer shows, was one of the first theatres to be used by broadcasters, with NBC's Ed Wynn Texaco show originating there. Later it was taken over by WOR-Mutual, until the latter obtained the Guild and Longacre houses.

Extensive alterations will be required to convert the theatre, but these are expected to be completed by the time the station hits the air. Test pattern is skedded for Aug. 15, to be followed by a diet of sports remotes until regular programs are launched next month.

Agency reaction to "Operation Bankroll." the policy of getting maximum operation with minimum expense, is said to be favorable. Feeling of those agency toppers who know the WOR-TV blueprint is that it will open a large field to local sponsors who don't have the coin to pay for big shows. With the station getting stanzas cuffo and the advertisers having to pay merely for their spots, it's forecast that a large number of new backers will be attracted.

Thinking behind the plan of

number of new backers will be attracted.

Thinking behind the plan of Theodore Streibert, WOR prexy, and Julius Seebach, program veepee, is that the lush days of TV are still a long way off. Video, they say, must be geared for a mass market and to be successful must become as inexpensive as radio now is, In addition, they believe that WOR's experience proves that a strong signal and a good position on the dial will always lure sponsors. Location of the WOR'TV tower high above the (Continued on page 36)

BENNY—AS OF TUES.-SAYS HE'LL GO KINE

Jack Benny's on-again, off-again decision for television this fall has hit the affirmative again, with the comedian reportedly set now to tee off on CBS-TV under American Tobacco sponsorship. Show would originate from Hollywood via kine-scoping on an every-other-week basis, alternating in the Thursday night at 8:30 spot with Arthur Schwartz's "Inside U. S. A. with Chevrolet."

Chevrolet."

Only last week Benny told Vincent Riggio, the tobacco firm's prez, that he would not enter TV this fall unless the quality of kinescoping is greatly improved. Riggio concurred with his decision. Then Ed Wynn, who had earlier signed for a kinescoped show this fall from the Coast, returned to Hollywood from N. Y. and told Bennyhow much he had been impressed by CBS-TV's kine process. Wynn and Benny, as old-timers in the business, are longtime friends and it was reportedly Wynn's persuasion that decided Benny to make the plunge this year.

Legion Turns Over Club To Kids for TV Viewing

Detroit, Aug. 2. The David M. Vincent American Legion post will open lts club from 4 to 6 p.m. each Sunday so

Joan Presley, former WAC in charge of the children's two hours, said the move was designed to keep youngsters from going to bars to watch programs. children can watch television.

1,500,000 Unit Sales in 6 Months

Oh, the Pain of It

Chicago, Aug. 2. Tele fans were warned here Tele fains were warned nere last week to assume an upright position while viewing sets, or else run the risks of "telesquat" and "telecrane." Dr. Martin Stone told the national convention of chiropractors that "telesquat." which comes from slumping in chairs, will from slumping in chairs, will from slumping in chairs, will produce low backaches, while "telecrane," which is cansed by straining forward, develops neck aches, headaches and eye strain.

Dr. Stone warned that the joys of TV may well be followed by pairs at both ends of the spine.

Esso to Bankroll 'Broadway' Legit Capsule Package

"Tonight on Broadway," television show featuring half-hour capsuled versions of legit productions directly from the theatre, has been set to tee off Oct. 2 via CBS-TV in the Sunday night at 7 spot. Program, which had an eight-week run on the same web last year, is to be sponsored by Esso, which has taken a 52-week ontion on the taken a 52-week option on the package through the Marschalk &

taken a 52-week option on the package through the Marschalk & Pratt ad agency.

According to indie packager Martin Gosch, who will produce and direct, cooperation of all 16 talent and labor unions in legit has been obtained. They view the show as an Important method of trailerizing, and one that will create new fans for legit.

Program is to run the gamut of theatrical production. In addition to Broadway legiters, it is also planned from time to time to bring in play tryouts from Boston, Philadelphia or other cities where they

delphia or other cities where they may be tested. Strawhats will also get their share of attention during the summer months and it is also planned to pick up important nitery shows when it is felt they (Continued on page 36)

Buddy Rogers Sponsor Nibbles Mount: May Cue Decision to Move East

Guest appearance television marathon has apparently paid off for Buddy Rogers, first Hollywood personality to showcase his talents on N, Y, stations for ad agency and network exces. On the strength

and network execs. On the strength of 11 separate guest shots which he will have completed by Sunday (7), Rogers has received seven bids for his own show in N. Y. and he expects to sign for one of them before returning to the Coast.

Most of the offers would require Rogers to originate his show from N. Y. and both he and Mary Pickford, his wife, are reportedly ready to make the move. Indie Hollywood packager Mai Boyd, prez of the Television Producers Assn., lined up the guest shots as Rogers' personal manager and is now dickering with the interested agencies and networks.

ering with the interested agencies and networks.

Boyd co-produced "Punch with Buddy Rogers," which ran 10 weeks on the Coast. Star is slated for a guest appearance on KTTV's "Hollywood in Three Dimensions" when he returns, to discuss with Alan Mowbray, star of that show, their trips to N. Y. Mowbray returned to Hollywood last week after having appeared on "Chevrolet on Broadway" in N. Y.

Rogers' N. Y. dates covered the gamut of variety, dramatic and panel shows. They were lined up by Boyd in conjunction with Gainsborough Associates, N. Y. indie package outfit.

Drastically-reduced prices on 1950 television receivers, some of which are \$200 lower than comparable sets now on the market, indicate the Industry might reach the anticipated 1.500,000 unit sales for the second half of this year. With sponsors clamoring to get into the medium and with a number of top-name stars expected to hit video for the first time this fall, manufacturers are confident the combination of quality programs and low-priced sets will induce the public to buy.

Many of the new sets are already in retail stores and, while there are no signs yet of an adequate \$100 model, the new prices are believed well within the range of the average family pocketbook. Also on tap to needle sales are such innovations as Philco's electronic built-in aerial, claimed to climinate the necessity for an added installation charge in 80% of the locations, DuMont's new 19-inch, short-necked tube, etc.

Manufacturers attribute the new low prices mainly to improved mass production techniques. Also figuring in are lower prices for component parts. As one industry spokesman pointed out, 'the more sets we make, the more we (Continued on page 36)

Summer Airing In N.Y. Cut 20%

Summer programming has resulted in a 20% cut in the number of shows being aired by New York video stations. From a winter peak of 253 regularly skedded shows in May, at the end of the winter cycle, network and local stanzas on the five N. Y. tele outlets dropped to 207 in July. Number of quarter-hours stations on the air per week dropped from 1053 in May to 989 in July, according to Ross Reports on Television Programming.

The Ross study revealed that

vorsing to ross reports on Television Programming.

The Ross study revealed that film offerings spurted to the forefront, accounting for 26 programs and 89 quarter-hours per week. Number of sports remotes fell off, but still provided 301 quarter-hours of programming per week. WPIX continues to sked the biggest number of athletic broadcasts, totaling 117 quarter-hours weekly. Quiz and game presentations are continuing to grow and the interview genre is holding its own, the Ross analysis shows. Dramatic and comedy-variety series are warm-weather casualties, but several of these have received short-term showcasting for possible fall spots.

While CBS-TV and NBC-TV

term showcasting to possess.

While CBS-TV and NBC-TV pared down their broadcast schedules, ABC-TV increased its programming by two shows and 34 quarter-hours weekly. This month, however, should see the first of the autumn stanzas returning to the air, with the remainder to come back in September and October.

PICKENS MAY ADD TV TO AM, LEGIT CHORES

Jane Pickens will be starred in a half-hour, once-weekly television show for NBC next season, if her show for NBC next season, if her radio and legit commitments per-mit. Singer, who is now on NBC-AM and is rehearsing for a musical version of "Littie Foxes" for Broad-way in the fall, will have Donald Richards as her singing partner in

recentiv ran through Duo recentiy ran through a closed-circuit performance for NBC, with the kinescoped version reportedly emerging highly successful. Format would comprise a musical program with a continuous story line. Trial run had Misse Pickens as the favorite lady among neighborhood moppets, who become jeaious of Richards until he wins them over by singing for them. MEREDITH WILLSON SHOW With Talking People (5); A Pearce, guest Producer-director: Bill Brown Writer: Jay Franklin Jones 30 Mins.; Sun., 8:30 p.m. GENERAL FOODS NBC-TV, from N. Y.

(Young & Rubicam)

Meredith Wilison, iongtime radio musician, orch conductor and monologist (that's the way he's billed), made his TV bow Sunday night (31) on his own half-hour variety show. Program, as replacement for the Jell-o sponsored "Aument for the Jell-0 sponsored withor Meets the Critics," is set for four weeks, after which General Foods will move "Aldrich Family" into the time slot. If the Willson show proves successful, NBC will then have to find it another period, then have to find it another period.

thor Meets the Critics." is set for four weeks, after which General Foods will move "Aldrich Family" into the time slot. If the Willson show proves successful, NBC will then have to find it another period. Judging from the preem performance, it's an amiable half-hour suitable for summer viewing when there is not much competition on the dial. Willson played it for the maximum in intimacy, sitting on a doorstep and hudding with the audience as with over-the-fence neighbors. Idea is good, as witness the success of Arthur Godfrey and "Dave' Garroway at Large." But Willson had neither the script nor the production values to back up his work, leaving his attempts at inrimacy out on a limb.

Willson himself will be okay for video with a couple more weeks' work. There's no questioning his versatility and he established good rapport with the audience. But he still has to learn which camera is on the air so that he can talk to the home and not the studio. His piano skit on longhair music and the production routine on "Memories" were fair but lacked punch. His "Talking People," singing combo of three men and two girls, looked and sang well. Best part of the program was Alice Pearce, sock with her standard nitery routines. Jell-o commercials, done on film with Willson handling a live narration, were good. But how did NBC let him get away with those mentions of Jack Benny? Stal.

WISH YOU WERE HERE With Walter McGraw, Peg Mayer Director: McGraw Writers: McGraw and Mayer 15 Mins.; Sun.; 11:30 a.m. Sustaining WNBT, N. Y.

A looksee at Havana as a vaca-tion spot was offered over WNBT, Sunday (31) as the third in a series of celluloid travelogs titled "Wish You Were Here." Program pro-You Were Here." Program provided some exciting shots of a number of niteriés and gambling houses situated in the Cuban capital, in addition to the traditional spotlighting of landmarks. Since the film has no sound track, show's packagers Waiter McGraw and Peg Mayer lend an off the screen narration. This proves to be the weak spot of the program.

Script could use some punching up and lengthening to eliminate unnecessarily long lapses in the commentary. Idea of taking video audiences to a different playland every week is good and with some clever gab could make for an entertaining stanza.

Minneapolis—WTCN is installing the new Dr. Frank Back TV Zoomar lenses for its giant television cameras. Dr. Back is in Minneapolis supervising the in-

FOR YOUR PLEASURE With Kyle MacDonnell, Norman Paris trio, Earl Sheldon orch, Jackie Gleason, Mata and Hari, Hazel Shermet, Donald Rich-

Producer: Fred Coe Director: Richard Goode 30 Mins.; Sat., 8:30 p.m. Sustaining NBC-TV, from New York

After being off the air for five weeks following cancellation of her Sunday series with Earl Wrightson, videogenic Kyle Mac-Donnell is back on NBC-TV, this time with a show of her own. It's a smooth-flowing, easy-going haif-hour that nuakes an eye-pleasing, ear-caressing Saturday evening tuner.

Miss MacDonnell serves as a charming femeee in a nitery setup, warbling some pops, introlog guest acts and moving from table to table, all of which gives the production fluidity. It's also refreshing to have a change from tusual hyperthyroid master-of-ceremonies in the person of this relaxed chirper-hostess with her spontaneous, Ingenuous manner.

Acts on the preem (30) included Jackie Gleason's monolog on how, as a kid, he became a member of "Soft Drinks Anonymous" after getting the milk shakes. Turn was amusing, but was seen in a black-out, and more effective, version on the Hank Ladd show. Similarly, Mata and Harl's excellent ballet burlesque of the Hindu dance has been shown to better effect on other tele stanzas, where the back-drop was less cluttered than this club setting. Hazel Shermet did a neat job on a novelty number, "Television's Bad For Love," which worked gags on NBC-TV stars into the lyrics, Donald Richards was so-so vocalizing "Begin the Beguine," but was better dueting with Miss MacDonnell on "She Didn't Say Yes."

Musical accompaniment was soon although a shet on was

Musical accompaniment was good, although a shot or two of the orch would have added to the nitery effect. With a careful selection of guests, a better area for terp acts and a few production changes, stanza can be assured of a click.

SPORTS REEL With Bob Bender, guests 15 Mins., Tues., 10 p.m. Sustaining WRGB-TV, Schenectady

WRGB-TV, Schenectady
Program, Conducted by WRGB's
sports director Bob Bender, unbinds a viewable quarter-hour. Top
feature consists of interviews with
area guests from various fields of
athletics. Last telecast seen had
Orie Arntzen, 40-year-old pitcher
who won 15 games for the firstplace Albany Eastern league club
this season, and 18-year-old John
Counsel, 18-year-old Scotia boy,
just signed by the Phillies.
Bender, consulting a paper for

Bender, consulting a paper for occasional questions, handled the interview skillfuily. Possessed of a steady television personality, he interview skillfully. Possessed of a steady television personality, he demonstrated more alertness and awareness of area tastes than several broadcasters who play down baseball in favor of other sports. "Sport Reel" is a good local show.

Washington — Two applications for television stations were filed with the FCC last week. Scripps-Howard Radio, Inc., applied for Channel 6 in Knoxville. Max Lutz asked for Channel 12, not presently assigned, for McAllen, Tex.

LOST CHILD With Lulse Rainer, Vinton Hay-worth, Jackson Beck, Julian Noa Writer: Alfred Bester Director: Carl Eastman Producers: Gerald Law, Chick Vin-cent cent 30 Mins., Mon., 8 p.m.

Sustaining
WPIX. N. Y.
WPIX put its best foot forward
into the video dramatic sweepstakes with a half-hour presentation
Monday (1) night starring Luise
Rainer. "Lost Child," an original
by Alfred Bester, was no great
shakes as video dramatic literature,
but as a showcase for Miss Rainer's
histrionics (with the inevitable histrionics (with the inevitable telephonic sequence which comprised most of the action), it served its purpose well.

its purpose well.

WPIX is stiil undetermined whether to take a prolonged excursion into dramatic fare (this is its most ambitious venture to date along those lines), with the decision probably hinging on audience reaction invited during intermissions on Monday's presentation.

sions on Monday's presentation.

Despite the limitations of Bester's playwrighting capacities and a fairly obvious denouement, the half-hour stanza rates as superior WPIX programming. Its continuance warrants encouragement.

"Lost Child" was a natural for Miss Rainer. The role of the mother bordering on insanity, who still thinks her year-dead child alive but lost, permitted her to indulge in cerebral pyrotechnics at will. It's to her credit that she held herself in check for the most part and played with restraint. The supporting roles were well managed and the overall production, direction and camera treatment revealed lots of knowhow.

Rose.

KLAVAN'S DINER With Gene Klavan, Kitty Dierken, Ann Antrim, Mel Seebode, Barry Mansfield

With Gene Klavan, Kitty Dierken, Ann Antrim, Mel Seebode, Barry Mansfield

Nansfield Franchony Farrar

30 Mins., Mon. 7 p.m.
Participating

WAAM, Baltimore

A long-time fixture as a disk jockey on several of the AM stations here and still holding down such a stint on WBMD, Gene Klavan is essaying a half-hour video layout and promises to make a good job of it. Familiar to local daytime listeners as a clowning free-and-easy rider of platters and commercial salesman, his appearance on the TV screen should add to his stature as an entertainer as well. He clowns through a vocal and pitches in with dialects, mugging to good effect as well. Set in a diner with Kiavan as the boss, layout leans on food products for participating support and current pops are voiced legitimately by Ann Antrim and Mel Seebode. Barry Mansfield is a stooge who wanders in and out of the program for attempted laughs. With pruning of interpolated bits and limiting Klavan's major contributions to a few well placed highlights this could build into an entertaining and effective sales spot.

Fort Worth—"Davy Crockett's Amateur Night," a new studio amateur hour with Gene Reynolds as m.c. will make its debut over WBAP-TV. Competition will be open to anyone.

SEPIA
With Flo Garvin Trio, Mops Marshall, Dorothy Simmons, Billy Scott, Ronella Sanders, Vanice Smith, Jimmy Johnson.
Producer-Writer: Gene Starbecker 20 Minutes, Fri., 8:25 p.m.
Sustaining
WFBM-TV, Indianapolis
"Sepia," first live musical undertaken by WFBM-TV, preemed in promising fashion Friday night (29). Gene Starbecker, who wrote, produced and directed, designed program as rebuttal to Canada Lee's charge that not single TV show does anything for colored entertainers and show Negro iife in all its phases as it goes along. It's being offered to sponsors on basis of good first impression. Night club format was used in opener but that will change to depict Harlem, New Orieans, jungle, plantation scenes, etc., as plan develops.
Starbecker uses biack ebony idol with smoke effects to set up his symbolism at start of "Sepia"

gie, plantation scenes, etc., as plan develops.
Starbecker uses biack ebony idol with smoke effects to set up his symbolism at start of "Sepia" and again at finish. Show was especially strong on visual side, nothing elaborate in the way of sets but with smart camera work that resuited in clean, sharp, nicely varied pictures. Use of fadeins, fadeouts and dissolves was expert, giving program a feeling of continuity that was especially helpful since it's staged without talk. Titles and credits are announced only before and after. Sound was a bit wobbly, due to performers lack of experience in medium, but nothing that can't be corrected.
Flo Garvin Trio provides instrumental background well in keeping with "Sepia" pattern. Vovals make up bulk of program, but changing camera range keeps them interesting to eye as well as entertaining to ear. Most striking departure in first layout was a voodoo dance by Vanice Smith. Jimmy Johnson showed plenty of stuff in warbling "September Song" and a youngster, Ronella Sanders, came through exceptionally well in "Summertine." Gavin, Mops Marshali, Dorothy Simmons and Billy Scott also made vocai opportunities count.

With George F. Putnam; Kingsbury Smith, guest Director: Pat Fay Writer: Norman Baer 30 Mins.; Mon-thru-Fri., 12 noon, Wednesdays, 8:30 p.m. CO-OP WABD-DuMont. N. Y. "Headline Clues" presents an innovation in television news programs—a half-hour show with a telephone giveaway included. With the telephoned questions based on news reports as read by commenthe telephoned questions based on news reports as read by commentator George F. Putnam, there is every reason for home viewers to pay attention to what he says. And, since the daytime part of the show is slanted at housewives, those watching the program probably have a better line on current affairs than many of their non-TV neighbors. "Clues" thus serves a public contribe function although the place. bors. "Clues" thus serves a public service function, although the pings given manufacturers and others

bors. "Clues" thus serves a public service function, although the plugs given manufacturers and others who donate the prizes make it list as a co-op venture.

Format, as demonstrated on the show caught (28), was basically a simple one. Putnam read International News Service reports, intermixed with displays of some INP still photos. He then asked home viewers, via phone, specific questions based on his reports. If the answer was right, they got a chance at a moderate jackpot prize—a new gas range—if they could identify the picture of a city flashed on the screen with the aid of a verbai clue from Putnam. Jackpot question seemed somewhat unfair, since the multi-detailed picture showed hardiy anything on a 10 or 12-inch screen. For an added attraction, Putnam had a live interview with a guest celeb—in this case, INS European manager Kingsbury Smith, just returned from overseas.

Smith, just returned from overseas.

Putnam read the news and handled his phone interviews like a Clem McCarthy calling the races. His excited delivery is good in a way, since it certainly makes the headlines easy to absorb. It's also a considerable strain listening to the guy, since he virtually wears out his audience. Only time he slowed to a walk on the program caught was during his interview with Smith, when the seriousness of latter's talk about European affairs forced a more moderate delivery.

lairs forced a more moderate de-livery.

Production on the show was standout. INP news photos were flashed without a fluff between Put-nam and the director, and use of a split screen (half to Putnam and half to a still) while he was giving out with the questions on the phone was excellent. Final fade-out shot, in which the commen-tator's face was pinpointed on the centre of the screen with News re-ports rolling around his ears, had little value.

Stal.

TROUBLE, INC.
With Earl Hammond, Carol Hill,
Maurice Gosfield, Elaine Willlams, Eugene Stuckman
Producer-Director-Writer: Elwood

liams, Eugene Stuckman
Producer-Director-Writer: Elwood
Hoffman
30 Mins.; Wed., 9 p.m.
Sustaining
DuMont, from N. Y. (7 Stations)
"Program Piayhouse" DuMont's
showcase for new stanzas, offered
a moderately amusing whodunit on
the July 27 broadcast. Private eyeer cast Earl Hammond and Carol
Hill as an adventurous couple who
team up in Trouble, Inc., an outfit
that claims it will do "anything,
anywhere, anytime." Case they
were cailed in to handle on the
show caught involved getting rid of
\$2,000,000 for an ex-con and a voluptuous nitery chirper who said
they didn't want the long green
around. Troubleshooters, however,
found themselves in a jam when
the dough disappeared and the
beauty and the yegg decided they
wanted it back the dough disappeared and the beauty and the yegg decided they wanted it back.

beauty and the yegg decided they wanted it back.

Situation of people trying to unload satcheis fuil of moola provided some obvious gags and the bulk of the story was played for laughs. Script included some gunplay and two killings, but the farcial handling made the elements of menace seem pretty ridiculous. Hammond was good as the anateur dick, aithough his fooling around with kids' toys and similar inanities lessened his appeal. Miss Hili provided a capable "Girl Friday" characterization and fact that it was her savvy which cracked the mystery added a pleasant twist, Maurice Gosfield was somewhat hesitant as the thug, while Elaine Williams turned in a neat performance as the seductive warbler.

Basic idea of "Trouble, Inc."

Basic idea of "Trouble, Inc." offers a good springboard for a mystery-comedy drama. However, a surer scripting job is needed to baiance the whodunit and humorous phases. As it was, the viewer couldn't be certain whether he was laughing at or with the actors.

Bril.

Tele Followup

Elliott Roosevelt and Faye Emerson, Mr. and Mrs. in real life, staged a highly-amusing spoof of radio's busband-and-wife breakfast chit-chats on NBC-TV's "Broadway chit-chats on NBC-TV's "Broadway Spotlight" Sunday night (31). Skit was slightly reminiscent of the almost classic satire done twice on AM by Fred Allen and Tailulah Bankhead. It lacked the acid script of that one but was standout in presenting Rooseveit's first attempt on any medium as a performer. He any medium as a performer. He demonstrated a neat flair for com demonstrated a neat nair for consedy, as well as an uninhibited atti-tude to do anything for a laugh. He and Miss Emerson worked so well together, in fact, that a legit husband-and-wife show for them might not be a bad idea.

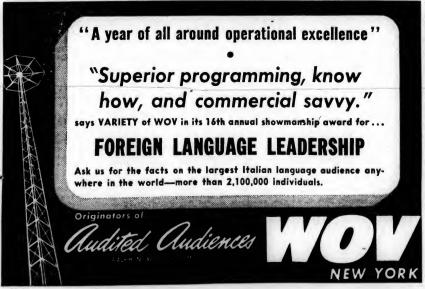
might not be a bad idea.

Joey Faye added to the fun as their breakfast guest, but the boy who played their son projected as too precocious. Show also had NBC Hollywood announcer Wendell Niles in an okay comedy skit with emcee Dick Kollmar. Other talent on the half-hour variety stanza, all good, included acroterper Lou Wills, Jr., and soprano Joan Sullivan. Herb Swope, Jr., replacing Douglas Rodgers as NBC director, showed good control over his cameras.



Television - Radio WRITER - IDEA MAN **Top Network Shows** Available

BOX V-50, VARIETY 154 W. 46th Street New York 19, N. Y.



Inside Television

Another device to prompt television actors before the camera and so reduce rehearsal time is being marketed by John Archer Carter, former N. Y. ad agency exec. in the form of a miniature walkie-talkie, pesigned by physicist Paul Rosenberg, the gadget consists of a tiny radio receiving set and a transmitter. Receiver, sans battery or wires, can be hidden on the actor, with the prompter stationed off-stage. Invention, according to Carter, will not only reduce studio rental expenses and rehearsal time through easing the necessity for complete memorization by actors but will also give many thesps a chance to work in video who might previously have been forced to bypass the medium through lack of rehearsal time.

Starrett Television Corp. this week came up with a plan for a Bureau of Television Optical Standards, designed to fight all adverse publicity about the alleged optical hazards to viewing TV. Bureau, to be established as a non-profit organization, would be open to all TV manufacturers, distributors and dealers and would furnish a commendation seal for sets meeting certain optical standards. Starrett also hopes the bureau could develop a continuing public relations program and function as a central agency to help dealers promote set sales.

Cinetel, new central vidpic buying agency for tele stations, has a "cooperative" feature which gives the 13 outlets now members annual febates based on a percentage of their purchases. Films are bought by Cinetel after screening by a board that includes toppers of some of the subscribing outfits. Stations pay for product on a percentage of their hourly card rates.

ourly card rates.

Ed Woodruff, who was formerly with DuMont and WPIX, N. Y., heads the organization and says he hopes to stimulate vidpic production by giving producers a good paying source. Stations which have used a film once can re-screen it as often as they like during a 12-month period, without payment of additional fees.

Glenn Turnbull will make his last television appearance on KTTV's "Hollywood Presents" this week. Turnbull's initial video appearance was on the same program last month. At that time, Turnbull was spotted by Warner Bros, and shortly after signed a studio contract. As in all film pacts, there is a teevee clause restricting thesp from doing video stints. At the contract signing Turnbull requested that he be allowed to make a final tele appearance on Ed Phillip's "Hollywood Presents" as the show gave him his film break. Studio okayed request.

Tele Chatter

New York

Charles Henderson and wife Mital Mayfair have been signed for Charles Henderson and wife
Mital Mayfair have been signed for
another 13-week cycle of producing-directing ABC-TV's "Stop the
Music" for the Louis G. Cowan
office... Jimmy Blaine takes over
as emcee for the television of "Music" while Bert Parks takes at twoweek vacation starting Aug. 15.
Comedian Danny Shaw added to
the permanent cast of DuMont's
"Front Row Center"... Wynn
Wright, producer of the NBC-AM
"My Good Wife," gave tips on
video direction to the summer
radio-TV workshop at Adelphi College Thursday (28)... Tony Laveill, Yale basketball star and
composer-musician, is talking his
own TV package with Nelson Productions, after having guested on
several video shows during the last
couple of weeks... Flaming o
Films prez James B. Harris and
treasurer David L. Wolper took off
Monday (1) on a two-month tour of
85 TV cities, including those where
stations will open soon. Roger
Pryor, Director of TV. FC&B, off
for a two week vacation on his
boat, "The Whistler." Left Aug. I.

Chicago

Chicago

ABC "Television Players" now called "Penthouse Players" but no format changes... Bernie Howard new producer of WBKB softball series for KoolVent Awnings...

John Edgerton and Ed Greenebaum, Jr., Joined research dept of Television Shares Management ...

Dancer Eric Victor guested on WENR-TV Dessert Party Len O'Connor subbing for Clifton Utey newscast via WNBQ ... Nikki Kaye and Bill Ballinger added to Production faculty of American Television school ... Clown Emmet Kelly from Ringling Bros. circus made guest appearance on ABC-TV Starting series of public servicers in conjunction with the Milwale of the production of the Milwale of the

Camera closeups of motorcycles competing in the Kent hill climb will be the highspot of the afternoon program Aug. 20. Grand Ballet de Monte Carlo, after its Covent Garden season, will be at the BBC Alexandra Palace studios for a show Aug. 8. Recent Saville theatre success. "Bob's Your Uncle," starring Leslie Henson, will be on the air Aug. 13 and 16 with original costumes designed for the theatrical production. Producer of "Cabaret Cruise" on Aug. 12 will be Harry Pringle, formerly with the BBC and now director of variety with the Australlan Broad-casting Commission, and the "passengers" will include Jack Train, Ronnie Boyer and Jeanne Ravel...

Richard Dimbledy will describe a visit to a factory where TV cathode ray tubes are manufactured. "The Perfect Alibi," A. A. Milne's detective comedy, will be telecast Aug. 6 with Arthur Young in the lead.

New Tele Biz

WGN-TV, Chi, reported Hyland Electrical Supply will renew "Women's Magazine of the Air," starting Sept. 7 for 17 weeks, produced by Herbert S. Laufman; and film announcements for Power Optical through Malcolm - Howard agency; Kroehler Furniture through Henri, Hurst & McDonald; and George S. May through M. M. Fisher agency.

WNBQ Chi reported station

WNBQ, Chi, reported station breaks for Salerno Megowen Bis-cuits through Schwimmer & Scott

wENR-TV, Chi, reported announcements for Stratford Motor Sales through Malcolm - Howard agency; Safety Motors through Kapps agency; and Nielsens Restaurant hrough Guenther-

Kapps agency; and Nielsen's Restaurant through Guenther-Bradford agency.
Westgate Electric Co., Columbus, bought four minutes every Saturday for "Baseball Scoreboard" over WLW-C. Columbus, with Joe Hill doing commentary: runs through Oct. 15.
August Wagner Breweries, Columbus, switched sponsorship from "Telenews" to "Top Views of Sports" to run through balance of contract to Sept. 25 over WLW-C. WLW-C sold 26 weeks of "Curtain Time," weekly half-hour talent show microed from Cincinnati, to Oestreicher & Co., Dodge and Plymouth dealers in Columbus.
KSTP-TV. Minneapolis, has skedded eight film announcements weekly for Donaldson's and the Golden Rule dept, stores, featuring "Famous Brands" of merchandise. Cramer-Krassett agency, Milwaukee, handles.

TELEMOUNT TO PUBLISH MUSIC

Hollywood, Aug. 2

Telemount Productions has formed a music publishing company as an adjunct to its telepix firm. Telemount will publish children's tunes to accompany its juve film series "The Magic Lady and Boko."

Alice Hammerstein has cleffed 13

Alice Hammerstein has eleffed 13 tunes based on historical characters which will be wrapped in book form and titled "Lands of Long Ago." All songs will be used in future vidfilms.

Telemount is the second video firm to turn to publishing its own tunes. First-step was taken by Jerry Fairbanks Productions which had songs written especially for its "Paradise Island" series.

TV Making Iowa Inroads: Airing to Start Soon In Omaha, Davenport Areas

Des Moines, Aug. 2.

Television reception is slawly creeping into Iowa. Sets are being installed by numerous individuals. principally along the border areas of the state, and franchises are being granted dealers for the sale of

TV sets in areas where regular broadcasting is scheduled to start These include the Omaha-Council Bluffs and Tri-Cities dis-

WOW, Omaha, has started regular transmission tests and goes on the air officially with at least a 28-hour per week schedule as of Sept. 1. The station's test pattern now is being broadcast from 10 a. m. to noon and from 2 to 4 p. m. on weekdays. The anticipated nor-mal coverage is a 60-mile radius from the station. Station KMA, Omaha, has erected a TV broad-casting tower and is progressing with construction of remaining facilities.

In Davenport, WOC has completed its television tower and transmitter building and studio equipment is now being installed. The station expects to go on the air about Oct. 1, At Rock Island, Ill., WHBF was granted a revised construction 10 rmit about a month ago and final stages of engineering design are now in progress. Construction is expected to take about six months. In Davenport, WOC has complet-

struction is expected to take about six months.

The lowa State college station, WOI, Ames, has installed a TV antenna on its new 580-foot tower and transmitter and studio equipment is on order. No date has been set for the start of TV broadcasting, however. No other lowa stations have yet been granted construction permits by the FCC.

Cinemascope Process Arouses Some Enthusiasm in Coast Vid Circles

KLAC-TV and Television Re-corders unveiled their Cinemascope method of making television transcriptions last week. Better than 200 advertising agency execs attended the showing and all emerged with a good impression of the process. Process is responsible for the entry of Leroy Prinz and Louis Lewyn into television this fall with a 30-minute layout starring Jerry Colonna.

Cinemascope is the combined effort of KLAC and Television Recorders. Method employs, KLAC's motion picture type lighting to an adaption of an Eastman Kine camera supplied by Recorders.
Johnny Christ of J. Walter Thompson, stated that he felt the process son, stated that he felt the process showed a 40% improvement over the material coming out of New York. Foote, Cone & Belding's Bob Ballan said, 'perhaps Cinemascope is the answer to some of our problems." Balan feets that this tele-transcription may help move Hollywood into the video timelight. It's a big improvement, according to Floyd Holm of Compton. Holm, however, stated that he doesn't know if it will help the West Coast situation nationally.

the West Coast situation nationally.
Biggest boosters were Prinz and
Lewyn who signed a contract, giving station exclusive rights to
show, locally, for one year after
viewing the Cinemascope. Lewyn
said that the Cinemascope is the
only high grade tele-transcription
he has seen and inked the contract with Fedderson on the
grounds of this high quality teletranscription.
Regular cast for the program.

Regular cast for the program

men and Floradora Girls in addition to Colonna. First of a series of weekly guest shots will be Virginia O'Brien. Program will be Cinemascoped this week so that it may be sent to agencies for sponsor looksee.

sponsor looksee.

Prinz will direct the vidshow which will be produced by Lewyn. Ben Perry will handle the scripting chores. Musical director's birth goes to Dean Elliott while Moe Jerome will do special music and Jack Scholl will write special lyrics and dialog. William Tuntke will set up, shop as, art director and S. B. Harrison as production manager. Mini-Films will handle national distribution of the Cinemascoped show. scoped show.

scoped show.

Jack Strauss, biz agent for Television Recorders, and Don Fedderson have inked a contract giving KLAC-TV exclusive rights to the Cinemascoped by station must appear over station locally but may be telensed by any other outlet in the country in 'addition.

BONAFIDE SEEKS GIVOT FOR NEW VARIETY SHOW

Bonafide Mills, which sponsored 'Stop Me' If You've Heard This" and the Benny Rubin show, both on NBC-TV, is prepping a variety show to start around Sept. 26 on CBS-TV or NBC-TV, depending on time avallabilities and number of stations the webs can line up. George Givot is reportedly being sought as emcee.

The agency is Gibraltar.

The Gotham

Happy Birthday BUDDY ROGERS!

Your L. A. to N. Y. hop "brought a new and welcome personality to eastern televiewing".....your "parlay of talents impressed as knowing shawmanship" you demonstrated your own talents "with a neat piono stint and socked ocross the final production number." *

It was generally agreed that you "turned in a top-notch job as guest emcee on Toost of the Town" And it was also said "He has the same charming manner and youthful appearance that made him the hit of the nation" Everybody seemed to agree that you represent "sock showmonship." **

So "Happy Birthday" seems to be in order, with a bow to Ed Sullivan for asking you to be his first guest emcee on Toast of the Town and grateful acknowledgement to the other top New York IV programs which likewise extended you an invitation.

Best personal regards.

Mal Boyd

* Variety

** Radio Daily

AFRA Seeks WATL License Nix On Charges of Labor Law Violations

A new strategy in labor relations was unfolded yesterday (1) when the American Federation of Radio Artists filed a petition with the FCC asking revocation of the license of WATL and WATL-FM. Atlanta. Stations are wholly owned by J. W. Woodruff, Georgia industrializations are stationary of the station of the statio trialist, who has been disputing with AFRA for several years. The with AFRA for several years. The union has been striking the two outlets since Jan. 1, with the In-ternational Brotherhood of Elec-trical Workers, another AFL affili-ate, respecting AFRA picket lines.

AFRA complaint charges that Woodruff has "manifested a flagrant disregard for government regulations designed for the public protection," has "continuously and chronically violated the labor. Telations, law" and has "demonrelations law and has "demonstrated the absence of a sense of public responsibility."

Petition cites the case of Lawrence Mellert, former employee recently awarded a decision against Woodruff by a U. S. appeals court, and an affidavit by G. C. Livingston, Jr., a former WATL topper, who states that Woodruff told him to profession from history with a special court. o refrain from hiring union mem-

Petition, signed by AFRA asant executive secretary A.

Link Reel, says that the union is

trying to use the FCC to help
the the strike and that it will settle the strike and that it will not withdraw its complaint even if the dispute is settled. Although its key charge is labor violations, the union also alleges that WATL violates technical regulations, has "improper programming" and that Woodruff "spends very little time in Atlanta."

of the applicants' violations, of the Food and Drug Act was upheld.

Columbus' WBNS-TV Adds Mrs. Zanes to Staff

Columbus, Aug. 2.
Edwina Atteridge Zanes, former assistant food editor of Good Housekeeping magazine, has been named home economist of WBNS-TV, Columbus Dispatch TV station are to how Oct. 1. Mrs. Zanes also TV, Columbus Dispatch TV station set to bow Oct. 1. Mrs. Zanes also supervised preparation of material for the American Weekly and was restaurant manager of Gimbel's N. Y. department store for two years. She will be in charge of the station's daily feature, "Mrs. Zanes' Kitchen."

WOAI's Spanish VD Wax

NOAL 3 Updatisal I U WAX
San Antonio, Aug. 2.
WOAI is recording an educational series in Spanish for the Texas State Health Dept, for broadcast over outlets with Spanish-speaking audiences. It will consist of eight-quarter-hour musical programs with WOAI singing star, Rosita: Melvin Winters, director of the WOAI staff orchestra, and a nine-piece band. Raoul Rodriguez will be enicee.

will be enicee.

The series is part of a state-wide educational project on venereal disease financed by the federal gov-

Nebraska Rural Group To Set Up \$50,000 Co-op For First in That Area

Lincoln. Neb., Aug. 2. The Nebraska Rural Radio Assn. The Nebraska Ritral radio Assin.

has been organized and has filed an application with the FCC for an AM station here. NRRA is a cooperative group, and the radio station would be the first in this area operated by a co-op.

operated by a co-op.

The association was set up June
2, 1948, with the expressed intent
of applying for an AM license when
\$50,000 has been raised by selling
membership certificates at \$10
each. June 1 the association announced that \$52,610 has been paid
in or pledged, and went ahead with
the application. NRRA hopes to
have the station on the air by Oct.
1.

1. The co-op is seeking further funds through a loan debenture plan already approved by the state banking board. Debenture certificates are offered at \$1,000 each, payable in 10 years or less and bearing 5% non-cumulative interest from earned income. Money from this source cannot be used until a license is granted.

Outside capital has been offered to the group, but thus far has been

Outside capital has been offered to the group, but thus far has been refused. A series of meetings in 45 counties has been set up to determine to what extent outside money will be allowed in the co-op. Station is to operate on a non-profit basis, and to be slanted primarily for farm listeners.

'Dream Time' in Ft. Worth

Fort Worth, Aug. 2.

"Dream Kitchen Time." studio-produced daytime show, has restaurant manager of Gimbel's studio-produced daytime show, has N. Y. department store for two made its debut here over WBAP-years. She will be in charge of TV and will be aired for a half-the station's daily feature, "Mrs. Zanes' Kitchen."

Building to house WBNS-TV is sundergoing finishing touches. Transmitter and equipment is already in the building, though craterials. Future plans call for a complete Thursday afternoon schedule of programs.

Should Warm It Up

Having completed the first 26 pictures in Procter & Gamble's 'Fireside Theatre' series for television, Brewster Morgan, overseeing for the Compton agency, re-

Hollywood, Aug. 2.

turned east to supervise the filming of commercials.

He returns in 10 days for the next series being shot at the Hal Roach studios.

Chev Dealers To Air OSU Games

Columbus, Aug. 2.

Four Chevrolet dealers in the city signed last week (27) to sponsor the five home games of the Ohio State U. football team over WLW-C, Crosley TV outlet here. Signing was accomplished at Ohio State with Dick Larkins, OSU athletic director, James Leonard, WLW-C manager, and Lou Wilsch, representing the dealers, present.

representing the dealers, present. Arrangements have been completed for televising OSU games with Missouri, Sept. 24: Indiana, Oct. 1; Minnesota. Oct. 15: Northwestern, Oct. 2and Illinois. Nov. 12. Joe Hill. station's sports director, will announce the games. Dealers participating are Paul Davies. Rodenfels Chevrolet Co., and Bobb Chevrolet. Under the agreement with

Under the agreement with WLW-C, the sponsor must pay OSU \$1,500 per game for the TV rights. Figure was on basis of 5,000 sets in operation. If number of sets climbs above 15,000 the signers agreed to work out a higher rate.

WLW-C officials are planning to use two Zoomars and possibly three cameras. At present only two cameras are available. They will be spotted at the north end of Ohio's stadium to catch lineof Ohio's stadium to catch line-opening plays and at the 40-yard line in the press box.

line in the press box.

WBNS-TV, the Columbus Dispatch station, which had planned to go on the air Oct. 1, also is expected to make arrangements to televise the games, as well as WTVN. Edward Lamb's station here scheduled for Labor Day inauguration. WBNS-TV will probably set its opening date forward when contracts are signed to carry the games.

Cincy's WCPO-TV Sets Inaugural Time Record In Commercial Kickoff

Cincinnati, Aug. 2,
Scripps - Howard's WCPO - TV
kicked off commercially last week
(26) with a 77-hour weekly operating schedule, exceeding the total
air time of Cincy's two other video
stations; 40 hours for WLW-T and
28 hours for WKRC-T. It's helieved to be an inaugural time record in video. WCPO-TV has video
linking with ABC and DuMont
Salling right into the regular.

linking with ABC and DuMon's Sailing right into the regular daily noon to 11 p.m. schedule, the new station reserved its dedicatory fanfare for a 20-minute stretch preceding the Reds-Braves night baseball game at Crosley Field. Six Lincolns rolled Mortimer C. Watters, general manager, and officials of Cincy and nelghboring cities and towns onto the field for camera and mike pickups. and mike pickups.

and mike pickups.

Art Jarrett opens the day's live shows with an hour of piatter spinning and chatter on the music trade. Penny Pruden follows with an hour's cookery shop; then Malcolm Richards, disk jockey, for an hour, and Paul Dixon from 3 to 5 p.m. with recorded music. A show for juves, films and Dixon's evening half-hour "Dinner Winner" session, plus a news stanza by Jack Fogarty, round out the early night program.

program.

Harry LeBrun, formerly in the with Mutual, has joined Harry LeBrun, formerly in the east with Mutual, has joined WCPO-TV as television director, his chores including sports and special events. John Patrick Smith, assistant to Watters, is directing sales for the video station and continuing to look after AM WCPO. The station will divide time with Crosley's WLW-T on telecasts of the Reds' home games, with Walle Hoyt doing the announcing and Burger Brewing Co, the sole tagger.

CIRCLING THE KILOCYCLES

San Antonio — W. J. "Dick" Dickerson, former general manager of KAMQ, Amarillo, has returned to KABC here as a member of the sales staff. He was a former sales executive during 1946-1947 prior to going to Amarillo.

San Antonio — A new musical show titled "Stars Over Texas" sponsored by the Gulf Brewing Costarted Monday (1) and will be heard five times weekly over WOAI here and member stations of the Texas Quality Network. Show brings back to Texas airways the baritone. Lynn Cole. For the past two years he has been in Hollywood where he was on NBC and CBS and recording for Capitol Records.

Houston — Robert T. Chrystie has been named commercial man-ager here of KLEE. He was for-merly with WFAK, Charleston,

S. C.

Boston—Charles W. Curtin, Director of Promotion and Merchandising for Yankee Network in N. C., has been named station relations director, to succeed David F. Shurtleff. Shurtleff resigned recently to enter the banking field in New Hampshire.

Akron—For the first time in local history, a City Council session was broadcast Friday night (29) over WACD, Akron. Session featured a special open hearing on rent controls. A network commitment at 10 p.m. broke the program after two hours but the last half-hour's discussion was recorded and rebroadcast at 10:30 p.m.

Dallas—Roger Busfield, Texas fishing and hunting authority, is being heard in an exclusive WFAA sportsman's show each Friday eve-ning. The accent is on fishing dur-ing the current airings. Programs are titled "Texas Fish and Game."

San Antonio-With Henry How ell, news editor on vacation, Henry Guerra, newscaster at WOAL, wrote and broadcast a total of four news-casts daily starting at 7 a.m.

Corpus Christi-Richard L. Peck-Corpus Christi—Richard L. Peck-inpaugh has taken over duties as promotion manager of KSIX. He was formerly with the ABC record-ing department in New York. An-other newcomer is Clark Hudson, who takes over the duties in the sales department. Clark was a for-mer radio instructor in the Naval Reserve.

Dallas—Dick LaSalle, orch leader now current with his band at the Baker Hotel Mural Room will be heard in a series of 15-minute pro-grams each week over WFAA built around the works of a single com-poser. LaSalle was a former mem-ber of the NBC staff orchestra and was featured on several coast-to-coast airings as an accordian solo-ist.

Cincinnati—An off-the-air give-away inaugurated last week by WCKY has Rex Dale, conductor of its "Breakfast Time" series, visit-ing scheduled downtown spots and public buildings and giving \$5 and \$1 bills to persons who call his name and the station's letters. It's a mail coneon for requests to the station for photos of the miker.

Regina, Sask.—Ned Corrigall, of CFQC, Saskatoon, and formerly of CKRM, Regina, moves to Port au Spain, Trinidad, and a post with the Trinidad Broadcasting Com-

Chicago—WCFL. Chi. has sold a 15-minute weekly gossip show titled "News From Hollywood" with Dee Carlstrom reporting, to Patricia Stevens Models. Sale was made direct made direct.

Detroit—WWJ announced three new appointments last week. Donald DeGroot became public affairs manager of WWJ, WWJ-FM and WWJ-TV, John E. Hill was named program manager of WWJ and WWJ-FM. Mary Jo Peterson, formerly with NBC, Joined WWJ to handle public service programs.

San Francisco-Horsetrader Ed San Francisco—Horsetrader Ed, automobile merchant, has taken over sponsorship of the Tuesday-Thursday-Friday editions of Ira Blue's "Adventures in Sports," broadcast of KGO-ABC from 11:15 to 11:30 six nights a week. Purchase of the quarter-hour sports summary marks the automobile dealer's first venture into radio.

home, broadcasting an appeal which in three hours netted donations of 2,000 items of clothing gifts, cash, furniture and offers of

Warren, O .- Willard L. Dougherty has resigned as program man-ager of WHHII here to join WSRS, Cleveland, as account executive.

Seattle — Johnny Forrest, program director at KOL, indie station here, has sold a script to "Suspense," Title: "Mission Completed."

Memphis — Dick Watts has resigned his post here as WMPS account exec to become commercial manager of WKGN, Knoxville Mutual outlet. Prior to resigning from the Memphis ABC affiliate, Watts sold one of the top sport packages to Davis Motors Co, which will sponsor the entire football slate of Mississippi State. Harold F, Walker, w.k. Memphis radio execu. also relinquished his post as commercial manager at WMPS to assume a similar post with WDIA, local indie.

Center, Tex.—Request has been made to the FCC by the Center Broadcasting Vo., for the assignment of the license of KDET to the Center Broadcasting Co., Inc. The new group is composed of two of the original owners and one new-comer. Tom Potter has 49% interest and Tom E. Foster has 50% interest and are the former owners, Newcomer is William II. Smith.

Screen Directors May Use Cinemascope For Hollywood TV Show

Hollywood, Aug. 2. Screen Directors Guild is eyeing Hollywood, Aug. 2.
Screep Directors Guild is eyeing the local situation in preparation for its entry into television production. Al Rogell, second v-p of Directors Guild; J. P. MacGowan, exec secretary; David Butler and Tay Garnett, both on the board of directors of the Guild and Don Sharp, packager of Director's radio show. "Screen Director's radio show. "Screen Director's Playhouse," have viewed KLAC-TV's Cinemascope with an eye to using this method of tele-transcription for entering video. Top drawback would be Guild's tie with NBC for radio and video programs.

Guild airs "Playhouse" over NBC web and is verbally committed to use net's facilities if the "Playhouse" goes to teevee. Sharp said that show would not be taken to KLAC without the approval and cooperation of NBC, KLAC's Don Fedderson said that his station does not care where shows brought

cooperation of NBC. KLAC's Don Fedderson said that his station does not care where shows brought to them are shown but they must be telensed over KLAC locally if Cinemascope is used.



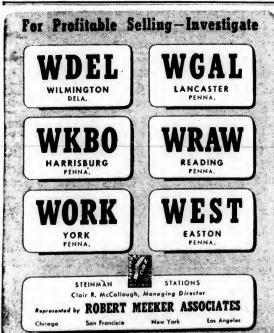
WM. H. KING A. S. LYONS 177 S. Beverly Dr.

Beverly Hills, Calif.

PERSONAL:

Comedy writer with credits anxious to meet program producers with headaches. Object: Nedicks. Jack Houston, Box 531, G.C.P.O., New York, N. Y. SChuyler 4-0966.

Amsterdam, N. Y.—WCSS here came to the aid of a family of nine who were burned out of their



Inside Stuff—Radio

Station program, managers and the social service agency involved are bragging about a recent stunt to publicize the Boy Scouts in Seattle. Set up as "messengers" delivering a news item, the Boy Scouts walked in on 25 radio shows on July 26. In each case the person doing the program read the message; then discussed it briefly. Technique used made it possible to include a number of Seattle's top newscasts in the Scout's itinerary, thus reaching a larger audience than is usually available to public guests, and getting as near the "saturation" point as has ever been done there.

The stunt was planned by the Seattle-King County Communication.

ever been done there.

The stunt was planned by the Seattle-King County Community Chest
The stunt was planned by the Seattle-King County Community Chest
The stunt was planned by the Seattle-King County County
The Seattle-King County
The Seattle-K

Kate Smith's new disk jockey show, which preems on ABC Aug. 8, will require special handling by the telephone company. First six broadcasts of the new airer will originate from Miss Smith's summer home. Camp Sunshine, at Lake Placid, N. Y. Because the program will use one telephone call to a listener every quarter-hour and the local telephone department has limited facilities, the phone company is requesting vacationers in the area not to make calls during the broadcasts, Mondays from 9 to 11 p.m.

John Cleary will direct the series, with Doug Browning assigned to announce.

FM Broadcasters of Chicagoland, newly-organized with 10 stations, launched a monthly phone survey last week to determine the local extent of FM listening and the number of FM homes. Stations will use "a coincidental telephone survey" to get listener sampling.
FMBC prexy Raiph Wood, Jr., who sparked the new oulfit into existence, said the figures obtained from FM manufacturers with regard to listening and sets "varied too greatly to be scientific," and that the stations themselves were forced to do the job in order to be able to chalk up their gains against AM.

Series of 15-minute platters for the 1949 Community Chest drives has been completed and will be distributed to stations shortly. Stars who appear in the transcribed programs are Ralph Bellamy, Alfred Drake, William Eythe, Arlene Francis, Otto Kruger, William Gargan, Lon McAllister, Conrad Nagel, Lee Tracy, Leon Janney, Patricia Kirkland, Jessica Tandy and Aline MacMahon.

Series was produced and directed by Mitchell Grayson. Eloise Walton, radio director of the Community Chests, scripted several of the shows.

Spread of the Roy Rogers show through Canada has tacked another \$327 to production cost of the Quaker Oats entry on Mutual because AFRA has ruled the extras for a delayed broadcast. Unable to clear simultaneous time with the airing in the U. S., the series was set over a week in the Dominion thereby calling for an additional \$40.90 per head for eight scale actors. Art Rush for Rogers filed a protest but to no avail. Musicians union waived extras because show is paying the transcription rate. no avail. Musicia transcription rate.

Jean Holloway, the Hollywood scripter, is being tagged "Miss ABC." She is writing "The First Hundred Years," which bowed on the web last Thursday and the "Academy Quiz" and "Mr. and Mrs. Opera." both of which are in the audition stage. In addition, she is scripting ABC's "Mr. President" and "The Rallroad Hour." On other nets she does "The Prudential Hour," "Hailmark Playhouse" and "Theatre of Romance."

Radio Reviews

the stunty side, an important appeal.
Guided by the adept patter of Mel Ventner, who ad libs his way through the half-hour melange, which includes pop vocals of the "lish' It Romantie" type by Polly Lawrence, two or three orch items, weather reports given with music sound effects, setting up exercise, saeaball results, a "wishing well" noveity for listeners, reading and replying to mail, and other "country style" sunny-side-up copy, the 30 minutes passes quickly, pleasantly and highly suitable for the early morning bucolic trade.
Voices throughout are easy to take with orch lending good support.

BABY CORNER
With Mary Aileen Ranney, guests
15 Mins., Mon.-thru-Fri., 1:15 p.m.
Participating
WROW, Albany

WROW, Albany
A program nugget which could
A program nugget which could
A program nugget which could
be polished, with a cut in advertising, is one in which Mary Alleen
Ranney discusses baby care with
members of Albany Visiting Nurse
Assn, staff, for the benefit of new
mothers in hospitais and homes. A
mother is safuted on each broadcast: date of birth and sex of child
are tabbed, and flowers—from an
Albany or Troy florist—are sent.
Poem, short and usually spiritual
in nature; is also read. Copies areoffered listeners.
Feature runs about 10 minutes
before guest comes on—which is
too long a wait. An e. t. musical
selection and commercials for a
furniture store and a children's
shop precede the interview, while



M-G-M-"On an Island with You" Mgt.: LOU CLAYTON

important a third plug, for milk concern, follows. Authentic, helpful, practical flows are melange, coals of the pe by Polly error in the pe by Polly with music with music with expensive practical in the period of the period o

too hard and delivery too pressured. The spiels, too. Jaco.

FOY WILLING AND THE RIDERS
OF THE PURPLE SAGE
15 Mins.: Tues-Thur.-Sat., 7:15 a.m.
WILLIAMSON-DICKEY MFG. CO.
KABC, San Antonio
In a special transcribed series,
Foy Willing and his Riders of the
Purple Sage are airing a real
western type musical through the
Texas State Network stations. Coming as it does at the early morning
hour just before the man of the
house takes off for work it should
be a real goodwill builder for the
sponsor who sells work clothes,
pants and shirts, to both young and
old, farmers, ranchers and the city
worker in the factory.
The opus is well balanced as far
as western is concerned and is
played the way the Texans like.
There is also a goodly share of
vocais done in the smooth style
that the group is known for. Only
distracting factor is the applause
that greets each number.
There are several highlights on
each program broken down to a
"Western Classic," a "Memory
Song" and a "Heart Ballad." Outstanding tunes on the airing caught
were "Pecos Bill." "Riding Down
to Santa Fe" and "Rainbow's End."
For Willing is heard as me, and
also gives out with the commercials
for Dickies Shirts and Pants with
an assist every now and then by
a member of the hand.
Shows move along at a smart
pace and are well balanced

17th year via ABC, with no visible creakings because of age. Singer Johnny Desmond, recently signed to take the place of Jack Owens, added a fresh romantic note to the mostly-fenume audience with a rendition of "When Day Is Done" that might easily mob the studio with teenagers. More could be done script-wise with Desmond. As it is, he gets just another spot on the show.

Program fills up its 60 mignutes.

he gets just another spot on the show.

Program fills up its 60 minutes for three sponsors—Swift, Philco and General Mills — with emcee Don McNeill calling the turn on cast, studio visitors and members of his own family in a "cooks sing, waiters dance" sort of atmosphere that happily hasn't changed its basic format over the years.

Durable spoofer McNeill, folksy wit Cowling and 11-year-old singer Bernie Christiansen are in new company these days, with Desmond and caroler Miss Donovan, who's taking Peggy Lee's place on the vacation stint. The pace has slipped temporarily, as a result, but not enough to damage its show value.

Good participation note is the reading of ditties by members of the studio audience, usually in breathless, stammering fashion. Commercial piugs are heavily skedded throughout, but delivered lightly with enough ad tib humor to keep off the boring side.

Altogether, "Club" is a wholesome morning airer that hasn't let its impressive seniority hurt its junior freshness.

Barry Gray in Fla. Exit. To Rejoin WOR With After-Theatre Gab Show

Barry Gray is checking out of Florida climes and returning to the York scene. Ex-WOR allnight disk jockey is set to return to the station for a late evening after-theatre show similar to the stint he did from Miami's Copa and is now doing on WMIE, Miami. Stanza would have Gray originate from a Gotham resturant or nitery interviewing celebs, answering phone calls and spinning records. Show would be built into a seven-times-weekly strip, with possibility that it would also be simulcast over WOR-TV.

Gray was dropped by the MBS night disk jockey is set to return

also be simulcast over WOR-TV.
Gray was dropped by the MBS
outlet chiefly because he had gotten into scraps with several newspaper columnists, resulting in a difficult press relations Job for the
station. WOR programmers, however, slways have felt that he was
a strong draw as long as he could
be controlled. Format chosen will
probably be along the lines of
WOR's "Spotlight On Broadway,"
which used Harry Hirshfield and
Dan Healy as emcees before going off the air.

MARKHAM TO DIRECT NAB VIDEO DIVISION

Washington, Aug. 2.

Appointment of G. Emerson Appointment of G. Emerson:
Markham to direct the newly-created video division of the NAB
was announced yesterday (1) by
prexy Justin Miller, Markham
will give up his post as manager
of the General Electric television
station, WRGB, in Schenectady. station, WRGB, in S. N. Y., to take the post.

The video division was voted last month by the NAB board during a meeting in Portsmouth, N.H., in which a pian of streamlining the organization was adopted. An audio division, to Include AM and FM sections, was also created.

Markham has been in radio for ver 20 years. He is a director of over 20 years. He is a director of Television Broadcasting Assn. and a member of the Methodist Film and Radio Commission.

NBC Grabbing

Continued from page 25 =

one on the International

For Willing is heard as m.c. and also gives out with the commercials for Dickies Shirts and Pants with an assist every now and then by a member of the band.

Shows move along at a smart pace and are well balanced throughout.

Radio Followup

"Breakfast Club," with Don Mc. 1949" for three broad-casts to make room for hour-long documentaries, and drop "Living—1949" for three balf-hour shots. A hig promotion will be tied in with the project and RCA board charrannel. It is still showing its slapdash mixture of corn and conedy in its

FM Sights Brighter Future; Set Sales, Audience Both Hit Upbeat

Around World Trips Set As Jackpot Prizes In New Giveaway Show

New television giveaway show, in which holiday trips around the world will be the jackpot prizes, is being whipped into shape for an early fall start on NBC-TV. Program, tentatively titled "Happy Holiday," will probably run a halfhour once a week, with prizes to be awarded via telephone calls to

into the still-expanding giveaway fold. Web, until recently would have nothing to do with the jackpot shows. Only several weeks ago, it launched its mammoth jackpot, "Hollywood Calling," on AM in the Sunday night at 7 slot as a contender for ratings in that period against the Jack Benny show on CBS.

NBC is currently dickering with several name personalities to take over the emcee job on "Holiday," which is expected to follow the usual variety formal for such pro-grams. Time when it will be aired has not been set.

Things looked up for FM last week. The FM Assn. found some bright spots in the receiver outlook and the National Assn. of Broad-casters gave indications it's trying to do something for radio's step-

child.

William E. Ware, FMA prexy, found comfort in Zenith's campaign to launch its new "Major" FM-only receiver and heavy promotion by Crosley of a moderately priced TV-FM combination set. He said orders for the "Major" are exceeding production and that popularity of the TV-FM combo is swelling the FM audience.

FM is exciting buyer interest.

home viewers.

NBC's interest in the program marks another move by that web into the still-expanding giveaway fold. Web, until recently would work and the still-expanding fold. Web into the still recently would work and the still recently would with the still recently would work and the still recently work and the still recently work and the still recently would work and the still recently work and the stil

of 100.000,000 people."

The NAB passed on to its FM executive committee a report by Everett L. Dillard, a member of the board, of progress toward carrying out recommendations adopted June 7. Dillard reported that NAB is working with the Radio Manufacturers Assn. to improve fidelity of FM receivers, that surveys are under way on transit radio, storecasting and station success stories.

He also reported that an eco-

He also reported that an economic study of FM stations, parallelling one in the AM field, is under way by NAB.

Listen for the words Transcribed by AMPEX" after the great shows in radio

Top talent demands high fidelity equipment

Now! New series 300



MAGNETIC TAPE RECORDER



Console Model 380° \$1,573.75 • Partable Model 300 \$1,594.41 • Rack Mounted \$1,491.75

Faris in 1948 the producers of the Bing Crosby show, officials of the American Broadcasting Company and Ampex engineers, recorded the Crosby show on an Ampex 200 magnetic tape recorder. The show has been reproduced on the air directly from the tape, and has been each week since that time.

The freedom and lack of pressure on the artists, combined with the quality, reliability, ease of editing and low cost of the Ampey recorded production, has started a steady parade of outstanding talent in the Ampex direction . . . all asking for their programs to be "Ampexed."

Manufactured by Ampex Electric Corp. - San Carles, Calif. distributed by

BING CROSBY ENTERPRISES . GRAYBAR ELECTRIC CO. Inc.

AUDIO & VIDEO PRODUCTS CORPORATION

Johnson Warns on Liquor Ads

radio and television, he said. There is no protection against children hearing or seeing liquor advertising on the air, he explained.

It's no answer to say that the liquor industry is legal, he said. "In some states, gambling and prostitution are legal," he declared. "but that does not mean that it is in the public interest to advertise gambling or prostitution. Fortunately, operators of these enterprises appear to have more respect for the American home and a greater sense of propriety than to force themselves on the privacy of our people through the radio."

"Stupid Move' Sez Johnson In a letter to Walker, Johnson said that while he knew that broadrasters "are all anxiously looking for new sources of revenue" he never believed they. "would be so stupid and so lacking in their sense of public responsibility" as to consider liquor commercials.

Beer and wine commercials "are bad and of very questionable taste and propriety," he said, "but hard liquor advertising is unthinkable and must not be permitted."

FCC policy on liquor copy, it was learned, will be determined, at least in part, on the basis of two previous actions. Following the repeal of the 18th amendment in 1933, the Federal Radio Commission (predecessor to FCC) called upon broadcasters and advertisers for "intelligent cooperation" and pointed out that millions of listeniers don't drink and that many

for "intelligent cooperation" and pointed out that millions of listen-ers don't drink and that many children are part of the listening

The agency warned it would hold hearings on renewal applica-tions "of ali stations unmindful of the foregoing and they will be required to make a showing that their continued operation will serve the public interest, convenience and necessity."

More recently, in 1946, when the

SCHEMES

Compony heads and heads of de-portments who are stoying up nights warrying about sales, adver-tising and allied problems...in a morket that keeps dwindling from day to day . . . CAN STOP WORRY-ING!

SCHEMES

is a new, smort, broiny outfit headed by specialists who have the sovry and the guts to set things up and get things done. We discuss your problem and objectives with you, or anyone you delegate, and come up with Ideas, Plans, Programs, Gimmicks, for promoting, and the processing any line merchondising, morketing, ony line of business that is founded on ad-vertising, soles techniques, and public relations.

SCHEMES

does all this for a flot fee. Are you does all this for a flot fee. Are you o motion picture executive who wonts some new thinking on a motion picture coming up? We'll startle you with our thinking ond our ideas . . . and get you results you never dreamed of, with all due respect to your own odvertising and publicity deportment.

SCHEMES

operates not only in the motion picture field, but also in Television, Rodio, Theatre, Sports and with In-

SCHEMES

n supplement the thinking or planning of your own department, or—and this we prefer—supplant them on a major project.

ALL CLIENTS KEPT CONFIDENTIAL

For Information

SCHEMES

(Unlimited)

Box V-287, Voriety 154 W. 46th St., New York 19, N.Y. mission to deny license renewal to KRLD in Dallas because he was refused time to reply to "propaganda" in beer and wine advertising, the agency ruled that the problem was too extensive in scope to single out one station.

But the commission observed in that decision that "advertising of alcoholic beverages over the radio can raise substantial issues of public importance"

Palisades and away from Gotham's raisaces and away from Gothali s skystraper area assures the outlet of a powerful signal and plenty-of-spot blz. Cut of this revenue, plus the opportunity for a showcase, will entice indie producers to put their packages on the station, ac-cording to the WOR theory.

To further cut costs, WOR-TV will operate five nights a week, from 7 to 11 p.m., integrating its AM and TV operations and siits AM and TV operations and si-nucleasting many of its audio shows. No vidpix will be used and all programs will be live, ac-cording to present plans. Audi-tions are also being done live, with "Life of the Party," starring Herb Polesie of "Twenty Ques-tions," skedded for an in-the-flesh tryout next week.

Streibert and Seebach feel that other video stations have pursued a "hurry up—and wait" policy. WORTV, by walting first, looks forward to a shorter period of losses and a quick transition into the black.

Educational

Continued from page 30

grams to educational stations on a

(10) Set up a permanent central administration office to give program and engineering advice, collect data and publish a journal for educational broadcasters.

(11) Cooperate with the rest of the industry

(12) Universities should take "bold steps" to get into broadcast-

Those participating in the semi-Those participating in the semi-nar Included M. S. Novik, radio-consultant. National Assn. of Edu-cational Broadcasters; Seymour Siegel. WNYC. N. Y., topper; I. Keith Tyler, Ohio State U.; George Jennings, prexy of American Assn. for Education by Radio; and 18 other radio directors of colleges and universities. Educational and universities. Educational broadcasters from Japan, Korea, the Philippines, Britain and Den-mark attended the seminar but did not work on the report.

Slashing Prices

Continued from page 31

learn about making them;" hence, greater savings for the public. Industry is confident, moreover, that the cost-cutting practices indulged in by retailers, which have snarled the market for the last snarted the market for the last several months, will cease when the new, low-priced sets hit the market. Retailers reportedly had anticipated the new prices and so were forced to slash the sales price on current models to clear their floors for the new inventory.

DuMont's \$1,000,000 Floor Sales

Illustrating the general industry optimism is the record \$1,000,000 in set orders challed try optimism is the record \$1,000-000 in set orders chalked up by DuMont on the floor at the National Assn. of Music Merchants meet-last week in N. Y. According to sales chief Ernest A. Marx. DuMont originally had planned only to exhibit the new line but there was so much response from dealers present that company salesmen were forced to start writing orders. As a result, the factory inventory on the new line was completely exhausted.

New low prices are exemplified

completely exhausted.

New low prices are exemplified in the 1950 models of RCA, Philico and DuMont. RCA is offering a 10-inch model at \$199.95, first of its brand ever to be offered at \$200 or less. Price on the 16-inch table model has been cut from \$495 to \$395 and the list for

12½-inch sets, which RCA is producing the first time this year, is \$299.50. DuMont's new 19-inch set, with FM and a 45-rpm record-changer, sells at \$795. Company also has a 12-inch table model with FM at \$329.50, as compared with last year's price of \$425, and a 15½-inch consolette (also with FM) at \$545, as compared with \$745 in 1949.

Philco's sets, incorporating the built-in aerial and wide-screen pictures, range from \$259.95 for a 10-inch table model offering 61 square inches of viewing surface. Price cuts are exemplified in the 12½-inch consolette, selling for \$349.95, as against \$439.50 for last year's set, with the 1950 model offering seven more square inches of screen surface. Philco hits the under-\$200 marker with a seveninch table model, only one in the line sans the built-in aerial, which will list at \$199.95. Philco's sets, incorporating the

Esso

Continued from page 31 :

merit promotion. To give legit the maximum results, a coordinated exploitation plan is being set up between Esso and the theatre in every city where the show

Program, which will cost Esso over \$900,000 for the year, will have the same personnel that was featured in its original production. John Mason Brown, head of the N. Y. Drama Critics Circle, is to be the commentator, with Robert Sylvester, N. Y. Daily News' drama reporter, acting as coordinator of material. Fact-finding committee of the various certific and unlock with the various crafts and unions will work with Gosch in lining up the wiil shows to be trailerized.

Committee includes Sol Pernick, Committee includes Sol Pernick, of the stagehands' union, chairman; George Heller, head of the TV committee of the Associated Actors and Artistes of America: Angus Duncan, of Actors Equity; Rudy Karnolt, of the scenic designers union; Sam Suber of the American Federation of Musicians and till. union; Sam Super of the American Federation of Musicians, and Mil-ton Weintraub, of the Assn. of Theatrical Agents & Managers. Invitation is to be extended to the League of N. Y. Theatres to be represented also.

represented also.

First legiter to be capsuled has not been set but the show will follow the general format it carried last year. Cameras will be moved into each theatre, where the current cast, from stars to walk-on thesps, will perform. Brown will introduce the show and bridge the story with his commentary. Everybody connected with the production, from the star to the theatre doorman, will get pald for the TV performance, Gosch said.

Italo

Continued from page 27

literate the most effective medium

is radio."

Interpreting the results of the Pulse study, WOV promotion director Carroll Forbes said that Italo-American families are a good market not only for specialized products but also for nationally advertised items. Sterling Salt, an established national seller, was in established national seller, was in cording to WOV's 1947 inventory. The new pantry study, made after Sterling had been plugged on the indie for nine months, shows it in 21.2% of the homes, almost double the previous figure. the previous figure.

WOV estimates that there are 562,000 Italian-speaking families in its coverage area, of which 515,-00 are in radio homes Ite Italian biz is reported at an all-time peak

WWDC

Continued from page 27

branch director of OWI during the war, reportedly wanted to develop WOL into a quality public service operation and was willing to invest operation and was willing to invest heavily to expand its coverage. The change in policy, plus intense competition occasioned by a flood of new stations in the area, made the going tough. It has barely kept out of the red of late, it is said. At the time Cowles got it, it is understood, it could have brought \$800,000 to \$1,000,000.

With the disposition of WOL, the Cowles station said, the publisher-broadcasting firm will concentrate its radio operations on Boston and the midwest. Cowles

owns WCOP in Boston, KRNT in Des Moines and WNAX in Yank-ton, S. D. The company also pub-lishes morning and afternoon newspapers in both Minneapolis and Des Moines, Look and Quick

newspapers in both withreapons and Des Moines, Look and Quick magazines.

WWDC has been operating on a 24-hour schedule and has a transit radio franchise for its FM auxiliary. The station, with a dial position at 1,450 kc, is near the top in Washington listenership. Ben Strouse, the outlet's general manager, said the 5 kw facilities of WOL will strengthen tee competitive position of WWDC in the capital area. "By this purchase." he added, "we reaffirm our faith in the Washington market and in the future of radio."

About 50 people on the staff of WOL will be affected by the sale. At least, they will have some time.

At least, they will have some time to look around while the FCC gets around to approving the deal. And whoever buys the facilities of WWDC will probably hire some

BAB = Continued from page 27 =

subscribers, would allow it to be directed by those most interested in its successful operation. He said BMB should probably be set up as a separate corporation with broadcasters, agencies and advertisers as stockholders.

On the relations between NAB and the Television Broadcasters Assn., Miller said NAB proposes to operate as a service organization that will also aid TV stations. However, he added, "We won't go into promotion of tele as opposed to AM or FM, and therefore there is a need for a special organization such as TBA. And certainly there will not be any fight between the two groups."

South's All-Negro Radio Station to Bow Despite Damage by Hoodlums

Birmingham, Aug. 2. newly built all-Negro newly built all-negatill go on the air around WEDR,

WEDR, newly built all-Negro station, will go on the air around Sept. I despite the wreckage of its transmitter tower by a gang of hoodlums last week. Tower, costing \$5,000, was turned into a twisted mass of steel when its supporting cable was cut Friday (29). It had been completed only the night before.

J. Edward Reynolds, prez of the Magic City Broadcasting Co., operator of WEDR, said a new tower has been ordered and the station's opening would be delayed only two weeks. An armed guard will protect the outlet from now on. WEDR was planned as an all-Negro operation devoted to education, music and religious airers. tion, music and religious airers. Reynolds said that station did not aim to air programs of a contro-versial nature.

'Hiroshima: 4 Years Later' Set as ABC Documentary

Fourth anniversary of V-J Day ill be marked by ABC with an will be marked by will be marked by ABC with an hour-long documentary on "Hiro-shima: 4 Years Later." Special airer has been skedded by Robert Saudek, the web's public affairs veepee, for Sunday, Aug. 14, at 430 p.m. 4:30 p.m.

4:30 p.m. Norman Cousins, editor of the Saturday Review of Literature, will script. Cousins is flying to the Japanese city, razed by the first atom bomb to be used against adom bomb to be used against the enemy, to get first-hand facts ton Hiroshima's present condition. ABC, it will be recalled, two years ago aired a series in which John Hersey's New Yorker piece on the bombing was read in its entirety.

Farrell Show Gets Bounce

Chicago, Aug. 2. Morris B. Sachs Clothing, a m Morris B. Sachs Clothing, a major Chi user of radio and tele, is dropping the Skip Farrell show on WENR in favor of a new disk jockey stint, starting Aug. 8 on the same outlet. Sachs is reported dissatisfied with the sales impact of the Farrell show, despite its healthy ratings, and is reported switching its ad spotlight to an older audience graum. audience group. Sponsor figures the Farrell show

a weekly quarter hour, is beamed at an audience in the 20-30-year bracket, which makes for a highly receptive group without any cash to put down for new clothes.

WINN-WLOU COMBO PLAN GETS FCC NIX

Louisville, Aug. 2.
Proposed combined operation for Louisville stations WINN and WLOU which was advanced by Kentucky Broadcasting Corp., owner of WINN, was disapproved last week by FCC. WINN operates unlimited time on 1,240 kilocycles, but power is limited to 250 watts. watts.

watts.

Corporation notified FCC it is considering purchase of the facolities of WLOU, which operates on 1,350 kilocycles, 1,000 watts, daylime only. Purchase plan would give WINN increased air range, as WINN could air over WLOU's 1,350 days and 1,240 at night until facilities for 5-kw, day airings and 1 kw, night time could be built. As soon as new facilities would be ready, 1,350 frequency would be used exclusively.

FCC, in turning down the plan, said the proposal involved inefficient use of the frequencies, Harry McTigue, prez and géneral manager of WINN said last week that FCC's announcement does not altogether kill the purchase plan, and he is to discuss next course of action.

WINN is an ABC affiliate and Corporation notified FCC it is

altogether and the part course of action.

WINN is an ABC affiliate, and must maintain full time operation in order to retain its franchise.

KAYCEE'S FM OKAY

Kansas City, Aug. 2.
Permit for a new FM station in McPherson, Kan., was granted by the FCC last week. McPherson Broadcasting Co. will build the new station. FCC also

new station.

FCC also recently received an application for a new AM station in Poplar Bluff, Mo. W. L. Brandon, O. A. Tedrick and E. K. Porter, doing business as the Butter County Broadcasting Co., are the



Caroline Ellis, talented 15. year veteran radio personality, directs the KMBC-KFRM "Happy Home" women's commentary program. Gifted with a won-derful voice and a rich background, Caroline Ellis is one of the best known woman broadcasters. Repeatedly, her program has the highest rating of any woman's program in the Kansas City Primary Trade area.

Caroline is sponsored by the Celanese Corporation of America, and has just completed a successful campaign in behalf of a regional poultry advertiser, with season

Contact us, or any Free & Peters "Colonel" on her two availabilities!

*Available Tuesday and Thursday.



RADIO STATIONS!

dv Agency offers excellent "Per quiry" deats' Put your available

ediately for details! Box V-659, Variety 131 W. 46th St., New York

'Famous' Classical Remarks

Ted Wallerstein, Columbia Records president, and Joe Elliott. RCA-Victor v.p., in charge of consumer products, made statements last Thursday (28) at the Music Industry Trade Show and Convention in New York about the sale of classical records which were curiously slanted to dovetail with their respective rpm developments.

were curiously slanted to dovetail with their respective rpm developments.
Columbia Microgroove Long-Playing disks, of course, are more applicable to classical music than RCA's 45 rpm platters and changers, which lend themselves more to pop disks. Ellifott, who spoke first, stated that this year's total sale of disks should be in the neighborhood of 200,000,000 units. He said that 80% would be in the pop category, another 14% in the kiddle, international, etc., fields, and only 6% of the total would be covered by classical sales. Wallerstein stated that, roughly, 20% of sales are classical, which represented between 35% and 40% of the dollar volume of business—and for some dealers of late classicals it may have reached 60% of the volume.

Wallerstein also made the slatement that the foundation of Victor was its current Red Seal catalog. He also said that the resurgence, in the mid-30s, of the recording business, was due entirely to classical recordings. Most record men violently disagree with that statement, pointing out that the disk industry was brought back from the saie depths of the early 30s, by the development of electronic recording and reproduction jukeboxes), and popular recordings. This type of recording and reproduction was developed in the 20's, but did not mean anything until 10 years or so later.

Test Case on 'Per Use' ASCAP Payoff Saves Sam Fox Over \$40,000 Damages

In the case of Frank J. Palima, Jr., and Stanley Warner against the Sam Fox Publishing Co., Judge Henry W. Goddard in N. Y. Federal court sticed over \$40,000 from the amount which a special master had awarded plaintiffs. The action arose under an agreement made in 1928 whereby Palima-Warner assigned to Fox Music ali rights in their publications, and Fox agreed to pay them royalties, including 50% of all moneys realized from licensing their compositions for public performance and synchronization. The principal dispute arose over the amount to be allocated to the Palima-Warner compositions under the bulk ASCAP and synchronization contracts made by Fox.

Fox contended for payments on Fox contended for payments on bridge and

Fox contended for payments on a per-use basis, while the plaintiffs Insisted on an availability basis, or, the relative value of the plaintiffs longs measured against the other tunes in Fox's catalog and a percentage of income paid on that basis. The matter was referred to a special master to determine the proper basis upon which payment should be computed and the master ruled that Fox must account for both ASCAP and synchronization revenues on an availability basis. He found that the amount due slima-Warner from 1928 was the sum of \$42,149.41. Of this sum approximately \$1,000 represented incidental items, and the balance the Pailma-Warner share of the bulk ASCAP and synchronization revenues.

bulk ASCAP and synchronization revenues.

For retained Julian T. Abeles as special counsel to argue the motion before-Judge Goddard in opposition to the Pallma-Warner application to confirm the special master's report. In his original decision of July 3, 1947, Judge Goddard agreed with Abeles that the master's method of allocation was improper and ordered a reharing. The master then filed a supplemental report reducing the recovery to \$12,555.25. Upon the subsequent application before Judge Goddard to confirm the master's supplemental report, Judge Goddard again sustained Abeles' contention that there should he a further reduction in the amount (including linterest from 1928 to date) to the sum of \$3,345.30. As the amount originally found due by the master, with interest would be \$49,104.05. the difference saved fox is over \$40,000. Judge Goddard likewise determined that Fox was entitled to a credit of \$3,813.89. thereby further reducing the amount payable by Fox to \$4,531.1. The court

determined that Fox was entitled to a credit of \$3.813.89. thereby further reducing the amount payable by Fox to \$4.531.41. The court likewise agreed with Abeles' contention that, in view of the substantial reduction in the recovery. That Pallma-Warner would have to pay 50% of the master's fees and disbursements.

Important Precedent
The case is important to the music publishing industry because of the "per use" formula advanced by Abelsa and employed by Judge Goddard, to determine the amount of ASCAP revenue to be allocated to each composition in the reperioire of a publisher. This is the first time that this repeatedly dehated question has been determined by the Court. The basis of (Continued on page 43) (Continued on page 43)

CHAS. GOLDBERG STRICKEN
Charles Goidberg, professional
manager of Chappell Music, is in
Grace hospital. New Haven, with
a heart condition.
Vacationing in New Haven last
week. Goldberg was hospitalized
Friday (29) when suddenly
stricken.

Tops of the Tops

Retail Disk Best Seller Some Enchanted Evenin Retail Sheet Music Selle Some Enchanted Evenin Retail Sures. "Some Enchanted Evening "Most Requested" Disk "Some Enchanted Evening" Seller on Coin Machines "Some Enchanted Evening" Best British Seller "Wedding of Lilli Mariene"

TV's Disk Effect In Brushoff By **Ted Wallerstein**

In the discussion before a large group of dealers, which marked the close Thursday (28) of the Music industry Trade Show and Convention in New York. Ted Wallerstein, president and chairman of the board of Columbia Records made a statement which flatly pointed out that television isn't expected to have any effect on the record business. He said, "there is the fundamental fact that whether it be a motion picture, whether it be radio, whether it be television, none of them interferes with the fundamental thing that the record industry brings to the home—the whole world of music you want, when you want it, and by whom you want it... until some other thing comes along that can supply that, the record industry will be, as it is now, a great industry. So, it is something that we (record men) should have faith in." close Thursday (28) of the Music thing that we (record men) should have faith in."

Wallerstein's statement regard-Wallerstein's statement regard-ing the possible conflict between tele and recordings has a lot of merit, it's feit by music publishers, record men, etc. Many industry people generally agree there exists now a TV-disk conflict, particular-ly in taverns, where coinmachines and video screens vie for customer favor

Since the disk biz flourished in Since the disk biz flourished in the past decade, with radio growing during that period in leaps and hounds. Wallerstein's statement seems to have taken a lot of the edge off the spectre of video.

Dancery Ops-BMI Tiff Miffs Agcies.

Chicago, Aug. 2.
Insistence by members of the Midwestern Ballroom Operators Assn., that contracts covering bands they hire for their ballrooms contain clauses indemnifying operators from damages in the event a leader place as a song owned by ators from damages in the event a leader plays a song owned by Broadcast Music or one of its affiliated publishers, is bothering band agencies. Attorneys for leaders being bargained for by MBOA member operators are refusing in many cases to allow clients to sign pacts carrying the clauses, under the theory that the MBOA hattle with BMI is no concern of theirs and there's no reason why leaders should be put in jeopardy of an infringement suit.

BMI has insisted that the MBOA

infringement suit.

BMI has insisted that the MBOA member operators, headed by Larry Geer, of Clear Lake, la., agree to BMI licenses or stop the use of its songs in their ballrooms, MBOA is resisting and figures that clauses in band contracts calling upon leaders not to play BMI music, or indemnify owners against BMI infringement suit damage, will do the trick. According No agency bookers, it isn't. will do the trick. Accagency bookers, it isn't.

RCA HIRES EXPLOITEER TO PLUG NEGRO ARTISTS

Philadelphia, Aug. 2.
Joseph V. Baker, Philadelphia
Inquirer newsman, has been hired
by RCA-Victor for a special promotional job to plug the company's
Negro artists, allegedly being played dawn by local disk jocks.

Philater spironers here, honted, at

ed down by local disk jorks.

Platter-spinners here hooted at the idea of discrimination, pointing out that Billy Eckstine is out in front on virtually every jok's list, and that records are played by requests in a great number of cases.

Disk jocks blame RCA for failure of the company's Negro artists to get more plugs, claiming the colored stars are getting the lowest-rung material.

Well, It Happened!

The recording business was giving itself a needless hotfoot, and the slow burn had to happen. It did, at the Music Merchants Convention in New York.

The middlemen, knowing direct customer reactions, blew some steam. Maybe some of it was staged. It looked a little too pat to some, because there were too many of the top echelon in attendance from both the LP (Columbia) and 45 rpm (RCA Victor)

But regardless of the respective merits, if the debative points between RCA's Joe Elliott and Columbia's Ted Wallerstein are to be literally accepted, this looks like a needless drag-out fight. Each thinks theirs is the best. The dealers felt that LP, at least, had made some strides; but the sum total conclusions appear to be that the record-buying public was not properly sold on the idea that, regardless, the 78ers will continue to be fully manufactured and serviced. So much emphasis was placed by their proponents on the advent and conflict of the 33-1-3 and 45 rpm systems, that each forgot about being careful to convince the public that 78 was still the kingpin speed and would be for some time to come. time to come.

That wasn't very bright. There are still millions of players in millions of homes, and this "old customer" public found itself confused, confounded—and sales-resistive.

It's all been such a needless headache—this topsy-turvy whirl of the different disk speeds—and it's about time the recording companies got over the idea to the customers that they haven't forgotten their old 78 rpm market. And it wouldn't be a bad idea if they got over the fact that many new record players will carry if they got over the fact that many new record players who call three speeds, so that customer stops worrying about whirling himself dizzy about that phase of it and know that if he buys a favorite song or an artist it'll play without the necessity of an Abel.

Harried Dealers Plague Col., Victor With Anxious Queries on RPM

TRIO SET UP CO.

Cromwell Music, new firm jointly owned by Billy Whitlock, British songwriter; Gene Rayburn, WNEW, New York, disk jockey, and U. S. songwriter Carl Sigman, has been set up to publish a melody called "Scotch Hot," or "Hop Scotch Polka." Action followed an unusual set of circumstances.

Whitlock wrate the tune some

Whitlock wrote the tune some time ago and recorded it for British Decca on bells. It made a unique recording, and Rayburn secured a copy. He pounded it day after day for months on his show, and, meantime, communicated with Whitlock and got Sigman to write a lyric. Title was then changed to "Hop Scotch Polka." and Guy Lombardo recorded it for Decca and Three Suns the for Victor with the added words.

See Extension As Last One In **ASCAP-TV Snag**

New extension of time granted the television industry last week (28) by the American Society of Composers, Authors and Publishers, on the signing of a contract, may weil be the final one the Society will allow. Organization does not intend getting fough with the video men over the delay in signaturing an agreement, but individual members of the board of directors are becoming very impatient with the lack of action. Following last week's board meeting, at which the extension was granted, it's said it was generally agreed that this would be the final one.

one.

ASCAP exces insist that the delay on an agreement is the conclusion of a per-program contract, which individual televisors asked for in lieu of a hlanket deal. It's asserted that the terms of the blanket license arrived at by ASCAP execs and representatives of the five tele networks, and which later were submitted to the National Assn. of Broadcasters, is okay. But there also have been whispers that one or two objectors to that deal are contributing to the delay.

Tony Pastor's band is currently in Nova Scotia, first name band there since during war. Played 200th anni of city of Halifax and goes on to promotion dates in Glace Bay, Moncton, St. John and Frederickton, all this week.

RCA executives smarting somewhat over the enlarged accounts of what occurred during the final meeting between dealers and manufacturers at the Music Industry Trade Show and Convention in New York Thursday (28), have experiter; Gene Rayburn, WNEW, was "packed" with dealers favorated by Joseph Microgroove Long-writer Carl Sigman, has been up to publish a meiody called otch Itot," or "Hop Scotch tot," or "Hop Scotch ka." Action followed an unal set of circumstances.

Whitlock wrote the tune some RCA v.p. in charge of consumer RCA v.p. in charge of consumer and board chairman, and Joe Elliott, RCA v.p. in charge of consumer products, the music industry in N. Y. has buzzed about and expanded on a "blowup" between Wallerstein and Elliott over the rivalry of the two new recording developments. developments.

rivalry of the two new recording developments.

Actually, there wasn't much of a ruckus. What there was was caused by harried dealers wanting to know what the score might be in the near future, and they asked questions of both Elliott and Wallerstein. Some of the queries flung at Elliott were rather bluntly put. Midway in his speech, Elliott pointed out that out of 600 stores surveyed in 47 cities, around 500 dealers were favorable to and successful with RCA's 45 rpm machines and records, 14 unfavorable and 86 indifferent. Later, a dealer called these figures the partial result of "some anonymous surveys" and suggested that, since the meeting then in progress was being attended by the "finest cross-section of the entire retail record industry in the country". I propose ... a show of hands to find out which system has met with the best consumer acceptance to date—the 45 or 33's rpm. We might also have a show of hands for those that have nothing to say."

As a result, the Columbia LP

As a result, the Columbia LP system drew a large majority of the support of those dealers present.

present.

Another wanted to know why Victor and Columbia don't get together and each produce all three speeds of records, as Capitol is going to do. Both Wallerstein, first, and Elliott thereafter asserted that neither would take that course unless consumer demands made it mandatory upon them to do so, and that has not happened as yet with either one. Elliott, as a matter of fact, had previously stated in his address to the dealers that Victor fully intended to see the 45 rpm system through. system through.

system through.

Elliott did make one statement, however, which has record and music men curious. He said, "I can announce to you today that at least for the balance of this year RCA-Victor will not merchandise any other records except 45 and 78. That phrase, "for the balance of this year," is being taken by many as indication that if things do not go right RCA would be willing to begin making use of Columbia's 33'n system.

Disk Jock Polls Key to 'Action' Sought by BMI

WITH WASH. SYMPH Washington, Aug. 2.

Largest audience of the season

turned out to hear Jane Pickens solo with the National Symphony

in an all-Gershwin program past

wednesday (27) night. An extra i.000 seats had to be added to the 10,000 capacity Watergate, out-door spot for the symph's summer series, with an additional estimated audience of 15,000 parked in assorted types of boats along the

river edge, where the concert barge is anchored, and swarming the bridges and Government-owned parks on the fringe of the amphi-

theatre.

Moneywise, the Pickens concert ran about neck and neck with that of Gladys Swarthout, who preemed the Watergate season, with draw of both attributed mostly to their radio buildips. With bite of reduced-rate season tickets, and house scaled from \$2.10, with thousands of seats at 50c, gross for each of these two concerts ran around \$5.500. Capacity take of these two attractions is a large factor in giving Watergate Its most profitable season to date.

Because it feels that lists that measure live radio performances of plug songs, such as the Peatman and RH sheets, reflect forced and "synthetic" popularity ratings. Broadcast Music, Inc., is dropping its "payment by plug" systems of affiliation with music publishers.

Radio-backed performance so-ety is emphasizing to its affiliated ciety is emphasizing to its affinite publishers that hereafter it wants to see song "action" reflected only in disk jockey request tune polls. It feels these performances more clearly point out the true public reaction value of a metody.

reaction value of a melody.

BMI, incidentally, is currently going through the most successful period, with affiliated publishers, it has experienced since the organization was set up. Currently, there are four BMI-affiliated meloides that are moving up—"You're Breaking My Heart," "Room Full of Roses," "You're So Heart," They follow, "It's a Big Wide, Wonderful World."

CHAS. GOLDBERG STRICKEN

Top Record Talent and Tunes as polled via leading U. S. "REQUEST" DISK JOCKEYS

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Jocks, Jukes and Disks

By BERNIE WOODS

(Capitol). ossible hit from the 20th-Fox lm, "Come To The Stable," is fair under Peggy Lee's treatment. sne doesn't capture the full por-tent of the lyric, and the melody is somewhat less attractive than it is on Dinah Shore's (Columbia). "Neon Lights" makes one wonder how and why Miss Lee was assign-ed to do it. She doesn't capture the full por

it is on Dinah Shore's (Columbia).
"Neon Lights" makes one wonder how and why Miss Lee was assigned to do it.

Bing Crosby "Ichabod" - "It's More Fun Than A Picnic"; "Katnina" - "The Headless Horseman" (Deca). Three tuses from the score of Walt Disney's "Ichabod and the Toad," and "Picnic," from And the Toad," and "Picnic," from "As The Girls Go," Broadway musical. None of the four shows real hit possibilities. "Headless Horseman" and "Katrina" are fair candidates for jock and juke spins. Crosby is backed by the Rhythmaires and John Scott Trotter's and Vic Schoen's orchestra.

Frank Sinatra "It All Depends On You"."I Only Have Eyes For You" (Columbia). Sinatra may not have a revival hit in either of these two standards, but there's plenty room for numerous jock spins, particularly of "It All Depends." Bouncing it off a rhythm beat by Axel Stordahl, Sinatra boots the oldie along a smooth kick groove, twisting the melody slightly to his own style. On the reverse he's not quite so sharp. Yet, the bailad is well handled, the Ken Lane Singers and Stordahl backing.

Bill Farrell "Through A Long and Sleepless Night" "Circus" (MG-M). For some reason, "Sicepless Night" just doesn't seem to be amale singer's song, Yet, Farrell does a nice job on it and he doesn't compete too directly with Dinah Shore (Columbia). Jocks figure to get some use out of it. Farrell does a better job on the reverse, a tune with distinct possibilities (Tony Martin-Victor were first out). It's a show-type melody that plays better every repeat. Earle Hagen's baton backs both sides.

King Cole And Trio "I Get Sentimental Over Nothing". "Your Voice" (Capitol). "Sentimental" is the type of tune that fits snugly into Cole's vocal groove. He does it well, aided by a vocal group, and the side impresses as one that Jocks will spin often though it may not hit hard. On the reverse, Cole imprinted a semi-novelty, on a rhythm beat, that's cute.

Russ Morgan has been knee-

Joeks will spin often though it may not hit hard. On the reverse, Cole imprinted a semi-novelty, on a rhythm beat, that's cute.

Russ Morgan a Strummin' on the Old Banjo". I Can't Believe I!" (Decca). Morgan has been kneedeep in hits in recent months. He could have another in "Strummin." A corn tune with a lot of appeal, Morgan and his aides cut it with a wide eye on the kernels they might get out of it, which means it's as commercial as a buck. And there's a lot more melody to it than usually found in such items. Flipover brings up a fair ballad, vocalled by Morgan and his group.

Blue Barron Orchestra "Luna Lu"—Lingering Down the Lane" (Mr-G-M). It's often difficult to understand why a recording artist will waste even one side of a record with a tune that doesn't belong on wax. That applies to "Luna Lu" vocalled by Bobby Beers and the Blue Notes. On the reverse, Barron sliced a corn tune that might have a chance to do something. Entire outfit gives tongue to the lyric, and it sells nicely. Ames Bros, has a good version of the melody (Coral), too.

Guy Lombardo "Scotch Hot"—Dangerous Dan McGrew" (Decca). Both these sides deserve wide jock and juke play, and they're likely to get it. Lombardo's "Scotch Hot"—Bongerous Dan McGrew" (Decca). Both these sides deserve mide jock and juke play, and they're likely to get it. Lombardo's "Scotch Hot"—sone recently. It's a polka-type thing brightly arranged and vocalled by the trio. It was launched here weeks back by a London disk. Flipo'er brings up Kenny Gardner and what might be termed a sequel to the bands "Frankie and Johnny," and almost on the same level of waxed entertainment. The unusual punchline is a rare touch.

Ames Bros. "Noah's Ark"—Tears of Happiness" (Coral). Ames group shows unusual flexibility on its "Ark" side, a spiritual that zips along a groove that will get them alot of plays. Jocks won't go wrong programming this piece. It's smart-yperformed on a rhythm beat and it sells itself. Backing is okay, too, a rhythm piece that forms an excellent companion

Platter Pointers One of the most interesting hill-billy song ideas in weeks is "Matri-

Peggy Lee "Through A Long mony Mama," cut by **Bud Hobbs**and Sleepless Night"-"Neon Signs" (M-G-M) . . . Milwaukee's beerCapitol). "Sleepless Night," a
makers should be happy about the makers should be happy about the ads in Frankie Yankovic's "Milwaukee Polka" (Columbia) . . . Same city gets different melodic

Same city gets different melodic attention from Kitty Kallen's "Milwaukee" (Mercury), a novelty ... Decca version of "Jealous Heart," by Jenny Lou Carson, will be followed soon by one by Jack Owens ... Jimmie Grisson's "Haunted" (M-G-M) is worth spinning by jocks ... Some of the best Latin music in weeks is aboard America label disks by Dacita and her orch, "Oye Negra," "Spanish Tomata," "Shua Shua," "Solido Joaquin." Standout western, blues, hillbilly.

Studa Shua, "Solido Joaquin."
Standout western, blues, hillbilly, polka, etc. Bob Camp, "Reading Blues" (Decca); Ray Smith, "Tennessee Polka" (Columbia); Esmereldy, "Please Don't Hurt Me If You Don't Love Me" (M-G-M); Kirby Walker, "High-Brow Blues" (Columbia).

Csida Explains New RCA 'Screening' Policy To Major Publishers

To Major Publishers

Joe Csida, head of RCA-Victor artists and repertoire division, called a meeting with all major publishers in New York last Thursday (28) to explain the policies to be put into effect under his regime.

Csida pointed out to the pubs that, due to the press of his public relations post and other Victor things he's involved in, it will be impossible to personally screen all new songs. There will not be a resumption of the company's "committee" idea, which prevailed earlier this year under Jack Hallstrom, but Charles Greean and Henri Rene, pop musical directors, will pre-screen all material for him. He will then go over all material they pass on for recording. Csida asked pubs for cooperation under such a system. He pointed out that it's impossible for one man to keep abreast of the increasingly heavy load of new songs without assistance.

PEGGY LEE, BARBOUR SUED ON 'MANANA'

Peggy Lee. Dave Barbour, Barbour-Lee Publishing Co., Capitol Records, Decca Records and RCA-Victor have been named defendants in an infringement suit filed in N. Y. supreme court by Walter C. McKay. Plaintiff charges Miss Lee's tune, "Manana," was pirated from his unpublished number, "Laughing Song," written about 1915.

McKay wants ar injunction.

McKay wants an injunction and McKay wants an injunction and an accounting of the profits. Defendants entered a general denial of all the allegations and argued that McKay's composition was not original since he assertedly used material gleaned from the public domain

Action came to light last week when the plaintiff moved to examine the defendants before trial.

LP Royalties Dip 30% as 78s Up 10%

Columbia Records paid secondquarter royalties to music publishers last week, and the total dis-bursement was low enough to create unusual fluctuation in per-centages in relation to the first quarter. For example, Columbia's statement on LP sales was 30% below the previous three months. despite the tremendous sales of "South Pacific," which, of course, is sold on shellac disks, too. For 78 disks, the statement was 10% above the previous quarter, and jumping the two together showed the entire amount distributed only 5% under the second quarter, a trick of figures.

trick of figures.

Even comparatively small amounts have a startling effect on statements these days. For example, RCA-Victor's recent statement ran 55% above the previous quarter, strictly because of the Yaughn Monroe hit, "Riders in the Sky." Victor has so far shipped over 1,250,000 copies of that disk to dealers (not necessarily sold) and it made the difference in Victor's statement. Without "Riders," the increase was slight.

Victor to Take Over Transcription Division from NBC; Davis as Head

Best British Sheet Sellers

(For Week Ending July 23)

Second 12

Col. Sticks With British Hit, 'Lili,' Rather Than Issue Re-Recording

Rather than re-record the tune, "Wedding of Lili Marlene," in this country with one of its own artists, Harmony label, Columbia Records' 49c line, will issue the Steve Conway disking of the song made in England for the British Columbia label. Col. has bought the U. S. rights to the Conway disking and as soon as the master arrives here, will begin pressing from it.

arrives here, will begin pressing from it.

"Wedding" is England's No. 1 best sheet music seller, and Con-way's platter helped make it so. Leeds Music, which is handling the song in the U. S. for Box & Cox of England, circulated the Conway disk among disk jockeys here to get the tune started, and it received such reaction Columbia decided to go along with it in the U. S. instead of making a new recording. recording.

RCA-Victor, recording division of the RCA family, will soon take over full operation of the NBC The-saurus, transcription division of

over full operation of the NBC Thesaurus, transcription division of
NBC, also an RCA subsidiary. No
transfer date set.

Victor will "buy" the transcription library. In making the shift,
a certain number of executives will
go along to RCA as well as the
entire sales staff, including Don
Mercer, head of the latter. Bert
Wood, program director, will move
over, too, and the entire operation
will come under the supervision of
Victor's Jim Davis, head of the latter's "Custom Record" division.

RCA artists and repertoire men,

RCA artists and repertoire men, now topped by Joe Csida, will handle the chore of recording mu-sical transcription. Who will han-dle the other types of transcribed packages—dramatic shows, mys-teries, etc., is not certain.

Disk Jockey Review

COUSIN DAN
With Bob Kay
15 Mins., Mon. thru Fri. (11:30 a.m.)
Sustaining
WAVE. Louisville
WAVE has. heretotore shied
away from disk jockey shows,
stressing live taient local stuff of
and when available. This morning
disk sesh is a deviation from that
policy, and gives Bob Kay, regular
staff announcer, an opportunity to
assume a character, that of
"Cousin Dan." Projects a folksy,
slow-paced type, obviously aiming
at the oldsters and those of middle
age, and the result makes for easy
listening.

Kay shuns the latest pops, but

listening.

Kay shuns the latest pops, but spins a 15-minute stanza of old timers and requests. He reads letters, some of them quite lengthy, which have a friendly approach. At show caught he obliged his listeners with recorded versions of "Melancholy Baby," "If I Could Be With You," and "I Cried for You." Numbers of this type seem surefire for the 30-year-old-and-up listeners.

A neat touch were

listeners.

A neat touch was worked in when Kay tuned in an adjoining studio where Carl Bonner was rehearsing his a.m. show, which immediately follows the Cousin Dan stanza. Bonner ran a few arpegios, and his brief rehearsai bit sounded like the McOy. So when Bonner's show was introed, lo and behold, Bob Kay was the anouncer, but this time straightling as himself. Bridge from one stanza to the next was a neat touch, and established a relaxed, palsy tie with the listeners. the listeners

"Cousin Dan" disk sesh looks promising, and should catch on fast. Wied.

On the Upbeat

Guy Lombardo's Freeport. N. Y., restaurant maintaining big pace since opening, past three weeks reaching an average gross of \$24,000. Eli Oberstein to California Monday (2) until the 15th. Ray Anthony band cutting first transcriptions for Langworth; Bill Conway, former Modernaires member, joined Anthony as soloist, writer and trainer of band's quartet, skyliners Georgie Auld opening restaurant and bar near music industry's Brill Bldg. Les Brown's orchestra proving how much a hit record can still mean to a band with string of successful one-nighters in East Rosemary Cluney, former Tony Pastor singer, doing single at Chubby's, Camden, N. J. Jack Bregman sails to Europe to morrow (Thursday) aboard Queen Elizabeth. Hans Welss, D. & H. Distributing, Baltimore, won RCA-Victor's promotion contest on "Riders In the Sky."

Hollywood

Hollywood

Anita Marteii opens a two-week stand at Chi's Chez Paree July 29
Elton Box, after being steered around these parts on his first gander at Coast music circles by llappy Goday, of Leeds Music Co., returned to N. Y., Wednesday (27), en route to London. Leeds handles most of the U. S. rights to the Box & Co. catalog. Marion Morgan set for six stanzas at the 265 Club, Frisco. starting Sept. 8. Chirp will get \$300 weekly.

Eddie Gilmartin has been named

Eddie Gilmartin has been named western representative for the Na-tional Ballroom Operators Assn. Gilmartin is manager of the Casino Gardens, Santa Monica. Nellie

(Continued on page 43)

VARIETY 10 Best Sellers on Coin-Machines Week of July 30

2. AGAIN (20) (Robbins) Gordon Jenkins. Decca 3. RIDERS IN THE SKY (14) (Morris) Vic Damone. Mercury 4. HUCKLEBUCK (5) (United) Burl Ives. Columbia 5. ROOM FULL OF ROSES (2) (Hill & Range) JSammy Kaye. Victor 6. BALI HA'I (7) (Williamson) Perry Como. Victor 7. BABY IT'S COLD OUTSIDE (11) (Melrose) Whiting-Mercer. Capitor 8. I DON'T SEE ME (11) (Laurel) Gordon Jenkins. Decca 9. WONDERFUL GUY (7) (Williamson) Margaret Whiting. Capitor 10. FOREVER AND EVER (15) (Robbins) Perry Como. Victor 10. FOREVER AND EVER (15) (Robbins) Perry Como.	1.	SOME ENCHANTED EVENING (10) (Williamson)	Perry Como Victor Frank Sinatra Columbia
4. HUCKLEBUCK (5) (United) Frank Sinatra Columbia Tommy Dorsey Victor 5. ROOM FULL OF ROSES (2) (Hill & Range) Sammy Kaye Victor Dick Haymes Decce 6. BALI HA'I (7) (Williamson) Perry Como Victor Sing Crosby Decce 7. BABY IT'S COLD OUTSIDE (11) (Melrose) Whiting-Mercer Capitor Shore-Clark Columbia 8. I DON'T SEE ME (11) (Laurel) Gordon Jenkins Decce Perry Como Victor 9. WONDERFUL GUY (7) (Williamson) Amargaret Whiting Capitor C			
5. ROOM FULL OF ROSES (2) (Hill & Range) Sammy Kaye Victor	3.	RIDERS IN THE SKY (14) (Morris)	Vaughn Monroe Victor Burl Ives Columbia
6. BALI HA'I (7) (Williamson) Perry Como Victor Bing Crosby Decct 7. BABY IT'S COLD OUTSIDE (11) (Melrose) Shore-Clark Columbia Shore-Clark Columbia Decct 8. I DON'T SEE ME (11) (Laurel) Gordon Jenkins Decct Perry Como Victo 9. WONDERFUL GUY (7) (Williamson) Margaret Whiting Capito Fran Warren Victo	4.	HUCKLEBUCK (5) (United)	Frank Sinatra Columbia Tommy Dorsey Victor
8. I DON'T SEE ME (11) (Laurel) J Whiting-Mercer Capito Shore-Clark Columbia Shore-Clark Columbia Columbia Capito Capi	5.	ROOM FULL OF ROSES (2) (Hill & Range)	Sammy Kaye Victor Dick Haymes Decca
8. I DON'T SEE ME (11) (Laurel) J Gordon Jenkins Decc. 9. WONDERFUL GUY (7) (Williamson) J Margaret Whiting Capito Fran Warren Victo	6.	BALI HA'I (7) (Williamson)	Perry Como Victor Bing Crosby Decca
8. I DON'T SEE ME (11) (Laurel) J Gordon Jenkins Decc. 9. WONDERFUL GUY (7) (Williamson) J Margaret Whiting Capito Fran Warren Victo	7.	BABY IT'S COLD OUTSIDE (11) (Melrose)	§ Whiting-Mercer Capitol § Shore-Clark Columbia
9. WONDERFUL GUY (7) (Williamson) \$ Margaret Whiting. Capito Fran Warren. Victo 10. FOREVER AND EVER (15) (Robbins) \$ Perry Como. Victo Russ Morgan. Decended	8.	I DON'T SEE ME (11) (Laurel)	Gordon Jenkins Decca
10. FOREVER AND EVER (15) (Robbins)		WONDERFUL GUY (7) (Williamson)	Margaret WhitingCapitol Fran WarrenVictor
	10.	FOREVER AND EVER (15) (Robbins)	\ Perry Como Victor \ Russ Morgan Decca

Second Group
YOU'RE BREAKING MY HEART (Algonquin) Vic Damone. Mercury FOUR WINDS, SEVEN SEAS (Lembardo) Sammy Kaye Victor Guy Lombardo Decca
EVERYWHERE YOU GO (Lombardo) \$ Guy Lombardo Decca \$ Doris Day Columbia \$ Dick Hawnes Decca
MAYBE IT'S BECAUSE (Triangle)
LET'S TAKE OLD FASHIONED WALK (Berlin) Sinatra Day Columbia Perry Como Victor
"A" YOU'RE ADORABLE (15) (Laurel) Perry Como Victor Tony Pastor Columbia Perry Como Perry Como
Bing Crosby Decca
CARELESS HANDS (10) (Melrose) Sammy Kaye Victor Mel Torme Capitol Capitol
Guy Lombardo Decca
CANDY KISSES (Hill & Range)
SOMEHOW (Algonquin) SOMEHOW (Algonquin) WHERE ARE YOU (Famous) WES YES IN YOUR EYES (Remick) Billy Eckstine M.G.M. Billy Eckstine M.G.M. Billy Eckstine M.G.M. Billy Eckstine M.G.M. Carmen Cavallaro Decca
YES YES IN YOUR EYES (Remited)

[Figures in parentheses indicate number of weeks song has been in the Top 10.]

Starr Protests to SPA on 'Unfair' Advantage of Non-Signatories

Herman Starr, head of the Warner Bros. music firms-Remick, Witmark, et al—last week protested to the Songwriter's Protective Assn. over what he felt to be an unfair advantage held by music firms that have not signatured the basic SPA contract arranged last year. Starr did not mention in his letter any specific publishers he felt to be holding an advantage, since they are not forced to abide by the more or less restrictive terms of the SPA pact, but the only major firms that so far have not signed the agreement are the Dreyfus organization, Paramount-Famous, subsids of Paramount pictures, and Leeds Music. by music firms that have not sig-

Dreyfus feels that the SPA pact isn't necessary to him since most of his negotiations are for show scores and the contract between his firms and the writers are written on Dramatists Guild blanks. Paramount and Famous feel it isn't necessary to subject themselves to SPA pact terms because all their material stems from Paramount pictures and the songs are written by songsmiths tied to the studios under separate contracts. Leeds has not signed the basic agreement because it believes the terms to be too restrictive on the type of relations it has with songwriters. Dreyfus feels that the SPA pact songwriters

songwriters.

Starr's letter was placed before the SPA Council in meeting last week and, it's understood, a committee of SPA councillors will get together with him.

BALLARD BACKING UP TOM SCOTT WITH BAND

Pat Ballard, radio and television writer-producer, has signed folk singer Tom Scott to an exclusive management contract and plans to back up the guitarist-singer with a special instrumental combination management contract and pians to back up the guitarist-singer with a special instrumental combination which includes banjo, accordion, viola and bass, to add flavor to the Kentucky mountaineer's sagas of early America. Baliard has recently been assisting his old writing partner, Charles Henderson, produce the television version of "Stop the Music."

Baliard aiso has a modernized adaptation of Shakespeare's comedy "Two Gentlemen of Verona" in work, and the play is being muiled as a possible book musical or a straight comedy in modern GI dress, under the title, "Be Mine, Beloved!"

Band Reviews

FLORIAN ZABACH ORCH (9)
Muehlebach Hotel, Kansas City
First time the Zabach crew has
stopped here is for a month-long
stand at the Terrace Grill, supper
club of the Muehlebach hotel.
Zabach-4s a vet of network radio,
hotel and ciub orchestra circuit,
but he's new to Kansas City.

but he's new to Kansas City.

The Zabach cleffing brings a variation which hasn't been heard in this spot recently, a brand' of tempos which leans toward society styling. Much of the crew's work features the fiddling of the leader and the trumpeting of Mauro Bruno. Instrumentation is rounded out with trio of reeds which double on fiutes, guitar, string bass, pianoceleste and drums-vibes. It's a combo from which Zabach draws the maximum, giving strong play to show tunes, pops and Latin rhythms. In the vocal department Bruno and Mike Moran, guitarist, double.

Zabach works hard both on the

Zabach works hard both on the stand, at the mike and in fancy fiddling. Adds a good bit to orch's output with a pleasing personality which registers both in m.c. work and in delivering his own featured string work.

DON BESTOR ORCH (10)
Cascades, Hotel Bitmore, N. Y.
Relatively inactive the past couple years, Don Bestor moved into the Cascades of the Hotel Bitmore, N. Y., last week to display the same verve and rhythmic style that has marked his bands for more than a quarter century in radio, theatres and hotels. His veteran crew, in the sweet idiom, fits nicely with the apparent desires of this room's mature clientele.

Bestor is no stranger to Gotham hostelries, for he has held down the podium at sundry N. Y. inns, starting with the Hotel New Yorker back in 1931. Bandleader is back with a combo of three brass four reed and three rhythm. Stressing melodic arrangements, outfit turns out a type of music that's equally danceable and listenable.

Aggregation mixes up standards

that's equally danceable and listenable.
Aggregation mixes up standards
with current pops, but eschews the
Latin stuff, at least at the session
caught. Bestor is a personable
maestro who alternates from
batoning to the ivories, which he
adroitly fingers. Band also backs
the spot's half-hour floorshow.
House vocalist Suzanne Gilbert
joins the combo for an occasional
number.
Withal, this unit is a prime example of what experience and a
showmaniy leader can do for an
orch. Gilb.

Cavallaro Ordered To Play Disputed Date

Virginia Beach, Va., Aug. 2.
Surf Beach Club here will get
Carmen Cavaliano's orchestra the
week of Aug. 12, after a drawn-out
battle between the spot's Jack
Kane and Music Corp. of America.
American Federation of Musiclans' New York office last week
ordered MCA to produce Cavallaro the week of Aug. 12. The
ieader will have to cut short a
California vacation, return east
and reorganize his band and play
the date.
Dispute was based on Kane's

the date.

Dispute was based on Kane's claim that MCA offered him Cavallaro's orchestra for the week in question, that he signed a contract mailed by MCA and returned it. MCA never returned him a copy signed by Cavaliaro, and the next thing he knew, says Kane, the maestro had broken up his outfit and headed west for a rest. He complained to the union and, meantime, had been seeking a band of similar cailbre from another agency, without much luck.

'Jealous Heart' Sleeper For Chi Indie Finds Big Diskers on Bandwagon

Universal label, Chicago indie sk company, seems to be the Universal labei, Chicago indie disk company, seems to be the first small record company to plague the majors in a long time with a "sleeper" hit. Al Morgan's "Jealous Heart," released by Universal recently, has reached the point where the majors are being forced to get out their own versions. In the past, indies who broke such hits got a fairly long headstart before the majors got out their own copies; the big companies got hep to the Morgan record fairly quickly, and are losing no time. no time.

no time.

Written in 1944 by Jenny Lou Carson, the tune reached little or no success at all until Morgan's current disk. Ironically enough, Miss Carson's own Decca disk of it didn't make the sort of stir that Morgan's is reaping now. Decca reissued her platter last week and is following with another by Jack Owens. RCA Victor has cut the tune by Bill Lawrence, and the other majors are scheduling that une for recording as quickly as possible.

London Sets Morgan
Chicago, Aug. 2.
Ai Morgan, local pianist, has been pacted by London Records. Artist, who etched "Jealous Heart" for Universal Records, which has sold over 60,000 regionaily, wiii cut several sides here for London in Sept. Universal has made a leasing arrangement with London on "Heart" and seven other sides. London has also ordered 100,000 copies of "Heart" from Universal to meet major competition.
Morgan goes back into Heising's.

Morgan goes back into Heising's, Chi spot, for another 13 weeks after month hiatus, at \$1,000 weekly, as against his first Heising date of \$275. Morgan just finished a two-week appearance at Chicago theatre

'RIVER' BIG SURPRISE IN HOLDING HIT PACE

"Cruising Down the River."
"Cruising Down the River."
which many music people thought
to be the type of semi-novelty
that would be killed off fairiy
quickly by juke and disk jock hammering, is setting some sort of a
record for postwar sales iongevity.
Started back in mid-January by
Henry Spitzer's then new publishing firm, the tune exploded into
hit class before Spitzer had copies
printed. And it's still going fairiy
strong, holding down ninth position in Variety's bestseiler list of
last week.
Unusual tenacity of the tune is

Unusual tenacity of the tune is figured to be due to certain fortuitous circumstances. It became s tuitous circumstances. It became a hit during the winter and was stili rolling when spring and sumt mer came along. Since the lyric is distinctly summery, it drew impetus from the hot months and has kept going long after it was figured to drop off. Spitzer last week shipped 5.400 copies of it to jobbers and dealers, which actually was a boost over the previous week's dishursement of approximately 4.500.

Many pubs believe the tune will be a standard that will sell summer after summer.

BMI Setting Up Songwriter Pool Based on Performance Payoff Plan

Tyroleans Claim AKM
Brush; Arg.-French Deal

Vienna, July 26.

Tyrolean provincial government has protested against alleged discrimination of its composers and authors by AKM (Austrian Society of Authors, Composers and authors by AKM (Austrian Society of Authors, Composers and authors by AKM (Austrian Society of Authors, Composers and authors by AKM (Austrian Society of Authors, Composers and suits collected annually by AKM, of which only a small margin goes to Tyroleans.

Arg.-French Agreement Buenos Aires, July 26.

Argentina's Authors and Composers Society (Argentores) has reached—an—agreement with its French counterpart, the Society (Argentores) has reached—an—agreement with its French counterpart, the Societed Auteurs et Compositeurs Dramatiques (Sacd), for payment of all royalties in their respective countries on lines laid down by the Confederation of Pan American Authors and Composers Societies.

Jose Glacompol will continue as delegates in Argentina for the French authors.

Broadcast Music is bent on establishing a writer pool of its own, for the first time since the organization was established during the battle between radio and the American Society of Composers, Authors and Publishers in plan batt will still still experimenting with a plan that will sign writers and pay them earnings annually, of the American Society of Composers, Authors and Publishers in the American Society of Composers, Authors and Publishers in the American Society of Composers, Authors and Publishers in the American Society of Composers, Authors and Publishers in the American Society of Composers, Authors and Publishers in the American Society of Composers, Authors and Publishers in the American Society of Composers, Authors and Publishers in the American Society of Composers, Authors and Publishers in the American Society of Composers, Authors and Publishers in the American Society of Composers, Authors and Publishers in the American Society of Composers, Authors and Publishers in the American Society of Composers Society of

'RH' Logging System

Richard Himber's new development in logging broadcast performances lists tunes in the survey, based on four major network schedules. They are compiled on the basis of 1 point for sustaining instrumental, 2 points for sustaining vocals, 3 for commercial instrumental, 4 for commercial vocal, respectively, in each of the 3 major territories, New York, Chicago and Coast. For example, a commercial vocal in all three territories counts 12. Added to these totals is the listener ratings of commercial shows. The first group consists of the top 30 songs.

Week of July 22-July 28

Again-†"Road House"	Robbins
And It Still Goes	Shapiro
A Wonderful Guy-*"South Pacific"	iamson
Baby, It's Cold Outside—†"Neptune's Daughter"	Morris
Bali Ha'i-*"South Pacific"	iamson
Don't Call Me Sweetheart Anymore	ABC
Dreamy Old New England Moon	. Leeds
Everywhere You Go	nharda
Fiddle Dee Dee-+"It's a Great Feeling"	Harms
Forever and Ever	lobbins
4 Winds and 7 SeasLoi	nbardo
How It Lies	Morris
I Don't See Me In Your Eyes Anymore	Laurel
It's Summertime Again	enubiic
Just One Way To Say I Love You—*"Miss Liberty"	Beriin
Kiss Me Sweet	vanced
Let's Take Oid-Fashioned Walk—*"Miss Liberty"	Berlin
Lover's Goid	Oxford
Maybe It's Because	BVC
My One & Only Highland Fling-t"Barkleys of Broadway". H. Y	Warren
Out of Love	Spitzer
Riders In the Sky	Morris
Someday You'li Want Me	uchess
Some Enchanted Evening—*"South Pacific"	iamson
Song of Surrender—†"Song of Surrender"	mount
Swiss Luliaby Sc	uthern
There's Yes Yes In Your Eyes	itmark
wedding Day	Tamous
Who Do You Know In Heaven	lobbins
Younger Than Springtime-*"South Pacific"	iamson

The remaining 20 songs, based on Richard Himber's new development in logging broadcast performances.

Candy Kisses Hill & Range Every Night Is Saturday Night B.M.I. Everytime I Meet You—i"Beautiful Blonde Bashful Bend" Feist Five Foot Two, Eyes of Blue Feist Five Foot Two, Eyes of Blue Santy Huckiebuck Santy Huckiebuck United I Didn't Know the Gun Was Loaded Lewis Good Old Summertime—i"Good Old Summertime" Marks It's a Great Feeling—i"It's a Great Feeling" Remick Just For Me Peer Look For the Silver Lining—i"Look For Silver Lining" T. B. Harms Love Is a Beautiful Thing Porgis Merry Go Round Waltz Shapiro Now Now Now Is the Time Fremart Room Full of Roses Hill & Range So In Love—*"Kiss Me Kate" T. B. Harms Through Long and Sieepiess Night—i"Come To the Stable" Miller Twenty-Four Hours of Sunshine Advanced You're Breaking My Heart Algonquin I Filmusical. * Legit Musical.

Inside Orchestras—Music

Aibert Johnson, Jr., son of the Negro doctor whose experiences form the story for Film Classic's "Lost Boundaries," is the composer of "Tanganyika," an instrumental composition heard throughout the picture. Written in coilaboration with Tage Taylor, the theme will be published this fail by Mills Music as a piano solo.

Fran Warren, in a move to have her stuff more widely plugged by disk jockeys, wiii fly 44 of the local gentry over to Las Vegas from Hollywood tonight (3) for the opening of her two week stand at El Rancho. Total cost will be \$900. Chirp is getting \$300 from L. J. Meyberg, local RCA-Victor distributor; \$300 from the nitery and she'll pay the other \$300 herself.

Bands at Hotel B.O.'s

Band	,	Hotel	Weeks Played		Covers On Date
Guy Lombardo Waldorf	(400;	\$2)	4	2.750	11.450
3 Suns-Paul Sparr. Roosevelt	(400;	\$1.50-\$2)	16	875	5.925
Ray Anthony Statler (4)	50; \$1	.50-\$2)	15	1.025	5.000
Biue Barron Astor (850	; \$1.5	0-\$2)	5	2,600	12,825

Chicago

Chicago

Johnny Brewer (Swiss Chalet, Bismarck, 200; \$2 min.-\$1 cover). Leni
Lynn held over. Okay 1,800 tabs.
Frankle Masters (Boulevard Room, Stevens, 720; \$3.50 min.-\$1 cover).
Ice Show and Masters swinging uphill again; 4,400 covers.
Vaughn Monroe (Beachwalk, Edgewater; \$2 adm.). Near SRO with
Monroe. Smash 20,000 admissions.
Eddie O'Neal (Empire Room, Paimer House, 500; \$2.50 min.-\$1 cover).
Liberace and Modernaires. Slight drop to 3,100 covers.
Bill Snyder (College Inn, Sherman, 500; \$3.50 min.). "Salute To
Rodgers and Hammerstein" still big; 3,400 tabs.

Los Angeles

Los Angeles

Emil Coleman (Ambassador, 900; \$1.50). With Jack Cole Dancers
and the Merry Macs. Fourth week; 3.050 covers.

Chuck Foster (Blitmore, 900; \$1.50). Ninth week; 3,000 covers.

Ted Flo Rito (Beverly Hills, 300; \$4 min.). 620 covers.

Location Jobs, Not in Hotels

(Chicago)

Cee Davidson (Chez Paree, 500; \$3.50 min.\$1 cover). Jackie Miles vice Willie Shore and Billy Eckstine Friday (29); 4,000 tabs.

Dick Jurgens (Aragon; \$1-\$1.15 adm.). Holding at 11,000 admissions.

Al Trace (Blackhawk, 500; \$2.50 min.). Amateur night helping boost covers to 2,300.

Orrin Tucker (Trianon; \$1-\$1.15 adm.). Final week for Tucker. Okay 9,000 admissions.

(Los Angeles)

Ray Robbins (Aragon, Santa Monica; 1st wk.). 3,100 admissions.

Frankie Carle (Palladium B, Holiywood; 1st wk.). Best opening week
of season; 15,025 admissions.

Tommy Dorsey (Casino Gardens, Santa Monica; 1st wk.). Smash
13,000 admissions. Best in two years.

Phil Moore (Mocambo; \$3-\$4 min.; 2nd, wk.). With Juile Wilson;
3,100 covers.



THE BIG SONG HIT

Sung by Al Jolson in



"JOLSON SINGS AGAIN"

TOOT, TOOT, TOOTSIE!

(GOOD-BYE)

by Gus Kahn, Ernie Erdman and Dan Russo

Now Being Recorded by all record companies for immediate release.

Watch for AL JOLSON'S .

Decca Record

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a COLUMBIA
Technicolor PRODUCTION

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Leo Feist inc.

799 Seventh Avenue, N. Y. 19

HARRY LINK, Gen. Prof. Mgr. LESTER SIMS, Prof. Mgr.

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Schmidt

VARIETY SONG CAVALCADE

.......

*** (Musical-Historical Review: 1800-1948) *******

Compiled for VARIETY

By JULIUS MATTFELD

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Legends and other basic background information, attendant to the compilation and presentation, appeared in the Oct. 6, 1948, issue when the Variety Song Cavalcade started publication serially. It is suggested that these installments be clipped and filed for future reference.

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1923—Continued

42

snapiro, Bernstein & Co., Inc., cop. 1923.

When You Walked Out Someone Else Walked Right In. w., m., Irving Berlin, Inc., cop. 1923.

Who'll Buy My Violets?—Spanish Title: La Violetera (Introduced In: Little Miss Bluebeard). English words by E. Ray Goetz. m., Jose Padlila. Harms, Inc., cop. 1923.

Wild Flower (The WildFlower).

W, Otto Harbach and Oscar Hammerstein, 2nd. m., Vincent Youmans and Herbert Stothart. Harms, Inc., cop. 1923.

Yes! We Have No Bananas. w., m., Frank Silver and Irving Cohn. Shapiro, Bernstein & Co., cop. 1923 by Skidmore Music Co.

You've Got To See Mamma Fv'ry Night—or You Can't See Mamma at All. w., m., Billy Rose and Con Conrad. Leo Feist, Inc., cop. 1923.

Mrs. F. I. Mallory lost the National U. S. Women Tennis championship to Helen Wills, who retained it through 1929, with the exception of one year—1926. Robert T. Jones, Jr., won the National Open golf championship (and again in 1926, 1929 and 1930). Jack Dempsey outpointed Tommy Gibbons in 15 rounds at Shelby, Mont.. and two months later bons in 15 rounds at Shelby, Mont., and two months later knocked out Luis Firpo in two rounds at the Polo Grounds, N. Y.,



FRANKIE LAINE

Shea's Theatre BUFFALO, N. Y.

FRANK WALKER

the Showman's triend



Westward Ho! — The Covered Wagon March. w., R. A. Barnet. m., Hugo Riesenfeld. Jerome H. Remick & Co., cop. 1923.

When It's Night-time In Italy, It's Wednesday Over Here. w., m., James Kendls and Lew Brown. Shapiro, Bernstein & Co., Inc., cop. 1923.

When You Walked Out Someone Else Walked Right In. w., m., Irving Berlin, Inc., cop. 1923.

Who'll Buy My Violets?—Spanish Title: La Violetera (Introduced In: Little Miss Bluebeard). English words by E. Ray Goetz. m., Jose Padilia. Harms, Inc., cop. 1923.

Wild Flower (The WildFlower). W., Otto Harbach and Oscar Hammerstein, 2nd. m., Vincent Youmans and Herbert Stothart. Harms, Film patrons now saw, as part of Film patrons now saw, as part of

Film patrons now saw, as part or the program, an organ rising out of the orchestra pit on which Jesse Crawford, or some local contem-porary, played a solo. The little theatre movement was

The little theatre movement was getting stronger.
Warren Gamaliel Harding died, and Calvin Coolidge was inaugurated president.
Cigarette production was still Jumping enormously. In this year manufacturers produced 66,700,000,000 cigarettes, for which society leaders began to testimonialize in advertisements.
Charles P. Steinmetz, the famed experimenter in electricity and electrical apparatus, died.
The marathon dance was another, rage.

er rage.
Women now preferred the Cape
line hat—a wide-brimmed affai

Women now preferred the Capeline hat—a wide-brimmed affair curving down on either side of the face.

Eleanora Duse paid her last visit to America, and the actress broke every stage box office record in existence.

Notable stage performances of the year, as calculated by Variety, were the following: Walter Hampden in "Cyrano de Bergerac," Helen Menken in "Seventh Heaven," W. C. Fields (with Madge Kennedy) In "Poppy," Raymond Hitchcock in "The Old Soak," Eva Le Gallienne in "The Swan" and the Duncan Sisters in "Topsy and Eva."

Burns and Allen made their first Burns and Allen made their first big-time vaudeville appearance, but the Variety review intimated that their act looked lukewarm. Edna Wallace Hopper was in vaudeville. Ben Bernie now had an orchestra. Edward Everett Horton was an actor in West Coast legit. Clark and McCullough were playing in a burlesque show called "Monkey Shines." Films of the year included "The

"Monkey Shines." Films of the year included "The Covered Wagon" (Lois Wilson, Ernest Torrence and J. Warren Kernestan). "The Ten Commandments." "The Hunchback of Notre Dame" (Lon Chaney and Patsy Ruth Miller), "Safety Last" (Harold Lloyd and Mildred Davis).

1924

All Alone (Music Box Revue), w

All Aton.
Irving Berlin. Irving
Inc., cop. 1924.
Amapola—Pretty Little Poppy.
Amapola—One M. Lacalle. J. M.
Cuccessor Pub.,

Amapola—Pretty Little Poppy, w., m., Joseph M. Lacalle, J. M. Lacalle, cop. 1924 (Successor Pub., Bourne, Inc.)
Bagdad. w., Jack Yellen. m., Milton Ager. Ager, Yellen & Bornstein, Inc., cop. 1924. (Successor Pub., Advanced Music.)
California, Here I Come (Bombol, w., m., Al Jolson, Bud De Sylvand Joseph Meyer. M. Witnark & Sons, cop. 1924.
Charley, My Boy. w., m., Gus Kahn and Ted Florito. Irving Berlin, Inc., cop. 1924.

WANTED

Harmonica Groups or Soloists AMATEUR OR PROFESSIONAL

> Wire Box V-699 for Audition Variety, 154 W. 46th Street New York 19

RETAIL SHEET BEST SELLERS

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Morse M.

VARIETY

Survey of retail sheet music sales, based on reports obtained from leading stores in 11 cities and showing comparative sales rating for this and last week.

Week Ending

Rating		July 30	ork,	70, C	gele	sis,	ranci	apo	, A	S	e p	log a	C.	o
This wk.	Last wk.		New Y	Chicag	Los Ar	St. Lo.	San Fi	Indian	Omah	Kansa	Philad	Minneapol	Seattle	N T S
1	1	"Enchanted Evening" (Williamson)	1	1	1	1	1	1	8	1	1	1	1	103
2	2	"Bali 'Ha'i (Williamson)		7	4	5	2	10	1	3	3	4	2	69
3	3	"Again" (Robbins)	8	2	3	2	3	9	10	4		5	10	54
4	٠ 4	"Forever and Ever" (Robbins)	4	3	5	4	8		9	10	8	6	3	50
5	5	"Riders in the Sky" (Morris)	10		2	6	4		6	9		3	6	42
6	6	"It's Cold Outside" (Melrose)				3	5	3	4	2				38
7	8	"I Don't See Me" (Laurel)		6		10	6	8	7	6	10	9	5	32
8A	10	"Room Full of Roses" (Hill-Range)	3	9	7	7				٠.		7	8	25
8B	7	"Wonderful Guy" (Williamson)			10	9	7			··.	6	2	7	25
9		"I Love You" (Berlin)		10	9		9	6		8			4	20
10	11	"Old Fashioned Walk" (Berlin)	6					4			4			19
11A		"Yes in Your Eyes" (Remick)		8	8	8	10			5			9	18
11B	9	"Breaking My Heart" (Algonquin)	2		, .			٠.			2			-18
12	10	"4 Winds and 7 Seas" (Lombardo)	5						2					15
13		"Highland Fling" (H. Warren)						2				8		12
14		"Maybe It's Because" (B.V.C.)	7						5					10

MDS.

Copenhagen. Fox-trot. m., Charlie Davis. Chicago: Melrose Bros. Music Co., cop. 1924. (Suc-cessor Pub., Mills Music.)

Deep in My Heart, Dear (The Student Prince). w., Dorothy Don-nelly. m., Sigmund Romberg. Harms, Inc., cop. 1924.

Drinking Song (The Student Prince). v., Dorothy Donnelly. m., Sigmund Romberg. Harms, Inc., cop. 1924.

Everybody Loves My Baby, but My Baby Don't Love Nobody But Me. w., m., Jack Palmer Spencer Williams. Clarence Wil-liams Music Co., Inc., cop. 1924. Fascinating Rhythm (Lady, Be Good!). w., Ira Gershwin, m., George Gershwin. Harms, Inc., cop. 1924.

George Cop. 1924.

Follow the Swallow. w., Billy Rose and Mort Dixon. m., Ray Henderson. Jerome H. Remick & Co., cop. 1924.

Henderson. Jerome H. Renuca & Co., cop. 1924.
Hinky Dinky Parlay Voo. w., m., Al Dubin, Irving Mills, Jimmy McHugh and Irwin Dash. Jack Mills, Inc., cop. 1924.
How Come You Do Me Like You Do. w., m., Gene Austin and Roy Bergere. Stark & Cowan, Inc., cop. 1924. (Successor Pub., Mills Music!)

cop. 1924. (Successor Pub., Mills Music.)

I Want to be Happy (No, No, No, Nanette). w., Irving Caesar. m., Vincent Youmans. Harms, Inc., cop. 1924.

I'll See You in My Dreams. w., Gus Kahn. m., Isham Jones. Leo Feist, Inc., cop. 1924.

I Wonder What's Become of Sally? w., Jack Yellen. m., Milton Ager. Ager. Yellen. & Bornstein, Inc., cop. 1924. (Successor Pub., Advanced Music.)

I Wonder Who's Dancing With You Tonight. w., Mort Dixon and Billy Rose. m., Ray Henderson. Jerome II. Remick & Co., cop. 1924.

In Shadowland. w., Sam M.

w., Sam M. 1924.
In Shadowland. w., Sam M.
Lewis and Joe Young. m., Ruth
Brooks and Fred E. Ahlert. Henry
Waterson. Inc., cop. 1924. Successor Pub., Advanced Music.)
In the Garden of Tomorrow. w.,
George Graff, Jr. m., Jessie L.
beppen. London: Chappell & Co.,
Ltd., cop. 1924.
Indian Love Call (Rose Marie),
w., Otto liarbach and Oscar Hammerstein. 2nd. m., Rudolf Frintl.
Harms. Inc., cop. 1924. (Successor Pub., Mills Music.)
Jealous. w., Tommle Malie and
Dick Finch. m., Jack Little. Henry
Waterson, Inc., cop. 1924. (Successor Pub., Mills Music.)
June Brought the Roses. w.
Ralph Stanley. m., John Openshaw Harms, Inc., cop. 1924.
June Night. w., Cliff Friend. m.,
Abel Baer. Leo Feist, Inc., cop.
1924.
Keep Smillng at Trouble (Big.
Boy) w. Al Johen and Mc. Shadowland. In

m., George Gershwin. Harms, Inc., men" made their alma mater and rose cop. 1924.

Mandalay. w., m., Farl Burtnett, Abe Lyman and Gus Arnheim. Jerome H.. Remick & Co., cop. 1924.

Memory Lane. w., Buddy G. De Sylva. m., Larry Spier and Con Conrad. Harms, Inc., cop. 1924. My Best Girl. w., m., Walter Donaldson. Jerome H. Remick & Co., cop. 1924.

My Dream Girl (The Dream Girl). w., Rida Johnson Young, m., Victor Herbert. Harms, Inc., cop.

O, Katharina! (Chauve Souris). w., L. Wolfe Gilbert, m., Richard Fall. Leo Feist, Inc., cop. 1924 by Wiener Boheme Verlag, Vienna.

Wiener Boheme Verlag, Vienna.
The Prisoner's Song. w., m., Guy
Massey. Shapiro, Bernstein & Co.,
Inc., cop. 1924.
Put Away a Little Ray of Golden
Sunshine for a Rainy Day. w., Sam
M. Lewis and Joe Young. m., Fred
E. Ahlert. Henry Waterson, Inc.,
cop. 1924. (Successor Pub., Mills
Music.)
Rose, Marie, (Rose, Marie.)

Music.)
Rose Marie (Rose Marie). w.,
Otto Harbach and Oscar Hammerstein, 2nd. m., Rudolf Friml.
Harms, Inc., cop., 1924.
Serenade (The Student Prince).

Serenade (The Student Prince). w., Dorothy Donnelly, m., Signund Romberg, Harms, Inc., cop. 1924. S-h-i-n-e. w., Cecil Mack and Lew Brown, m., Ford Dabney, Shapiro, Bernstein & Co., cop.

Somebody Loves Me (George White's Scandals). w., Ballard Mac-Donald and B. G. DeSylva. m., George Gershwin. Harms, Inc., cop. 1924.

cop. 1924.
Sometime You'll Wish Me Back
Again. w., m., E. Auslin Keith. F.
B. Haviland Pub. Co., Inc., cop.

1924.
Spain. w., Gus Kahn. m., Isham Jones, Chicago: Milton Weil Music Co., cop. 1924. (Successor Pub., Mills Music.)
Tea for Two (No, No, Nanette), w., Irving Caesar. m., Vincent Youmans. Harms, Inc., cop. 1924.
West of the Great Divide. w., George Whiting. m., Ernest R. Ball. M. Witmark & Sons, cop. 1924.

What'll I Do (Music Box Revue), w., m., Irving Berlin, Irving Berlin, Inc., cop. 1924, When You and I Were Seven-teen, w., Gus Kahn, m., Charles Rosoff, Irving Berlin, Inc., cop. 1924, (Successor Pub., Bourne, Inc.)

America's increasing appetite for dancing hit a new high with the Charleston.

The cross-word puzzle appeared, and took ihe nation by storm. Recognizing the cross-word puzzle's popular dimensions, the B. & O. Railroad put dictionaries on its mainline trains.

Every up-to-date college male wore flannel Oxford bags (trousers).

Abel Baer. Leo Feist, Inc., cop. 1924.

Keep Smillng at Trouble (Big Boy). w., Al Jolson and B. G. Desylva. m., Lewis Gensler, Harus, linc., cop. 1924.

Let Me Linger Longer in Your Arms, w, Cliff Friend. m., Abel Baer. Leo Feist, Inæ, cop. 1924.

Limehouse Blues (Charlot's Revue of 1924) w., Douglas Furber. m., Philip Braham. Harms, Inc., cop. 1922 by Ascherberg, Hopwood & Crew, Ltd., London.

The Man I Love (Sirike Up the Band: originally in: Lady, Be Good!), w., Ira Gershwin. m., At Notre Dame the "Four Horse-

Knute Rockne the giants of football, while at race tracks the total of purses and stakes for the first time crossed the \$10,000,000 mark (five years before the figure had been a mere \$4,600,000).

(Continued next week)

Program AGAIN **CARMEN LOMBARDO'S**

SAILBOAT IN THE MOONLIGHT

CRAWFORD

A NEW JIMMY McHUGH STANDARD

JT'S A MOST UNUSUAL DAY

Music by . . . JIMMY MeHUGH ROBBINS MUSIC CORPORATION



BLUE SKIRT WALTZ

> YOU'RE **HEARTLESS**

TING-A-LING (Waltz of the Bells)

MILLS MUSIC, INC. 1619 Broadway New York 19, N. Y.

RETAIL DISK BEST SELLERS

VARIETY

Survey of retail disk best sellers, based on reports ob-tained from leading stores in 12 cities and showing com-parative sales rating for this and last week.

National Rating

Week Ending July 30

	Last wk.	Artist, Label, Title
	1	PERRY COMO (Victo "Some Enchanted Ev
_	4	BING CROSBY (Dece "Some Enchanted Ev
	1	VAUGHN MONROE "Riders in the Sky"

	•	•	•	_
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I OFK - Davega Senter	Chleage—(Hudson Ross	Los Angeles—(Denel's Mus	esten-(Boston Music Ce.	St. Louis-(S. S. Kresge Co.	Indianapolis-(Pearson)	San Francisco - (Sherman-	Omaha—(A. Hospe Co.)	Kansas City(Jenkins Musi	San Antonio—(Central Radi	Cinneapolis—(Don Leary)	Seattle-(Sherman-Clay)
New York	Chicago	Les Angel	Beston-	St. Louis	Indianapo	San Franc	Omaha—(Kansas Cit	San Anton	Minneapol	Seattle—(S

WK.	wk	Artist, Label. Title	Z	10	17	M	S	5	S	0	NA.	S	1	8	S
1	1	PERRY COMO (Victor) "Some Enchanted Evening"	1	1		2				1	3			1	57
2A	4	BING CROSBY (Decca) "Some Enchanted Evening"	4		1		1	1	3			9	2		56
2B	1	VAUGHN MONROE (Victor) "Riders in the Sky"	8	9	3	4			5	5	2	3	4	٠.	56
3	3	"Baby It's Cold Outside"	9	4	9	9		2	2		1				41
4.4	6	GORDON JENKINS (Decca) "Again"	5	5			10		6	3	4				33
4B	9	MARGARET WHITING (Cap) "A Wonderful Guy"	10			3	5	7	٠	9			10	9	33
5	7	VIC DAMONE (Mercury) "You're Breaking My Heart"	7	2		1		9				7			29
6	16	EVELYN KNIGHT (Decca) "You're So Understanding"	2	3			3								25
7A	8	MEL TORME (Capitol) "Again"			4			3						2	24
7B	16	D. SHORE-B. CLARK (Columbia) "Baby; It's Cold Outside"								2		4		3	24
8	11	FRANK SINATRA (Columbia) "The Hucklebuck"		7	6				1	7					23
9A	5	DICK HAYMES (Decca) "Room Full of Roses"	3				2			10		1			21
9B	17	MEL TORME (Capitol) "Four Winds and Seven Seas"					6	5	4			10	9		21
10A	14	PERRY COMO (Victor) "Ball Ha'l"		6						4	5				18
10B	13	TOMMY DORSEY (Victor) "The Hucklebuck"						4					5	6	18
11	12	SAMMY KAYE (Victor)						6			7		3		17
12	9	G. JENKINS-STARDUSTERS (D) "I Don't See Me in Your Eyes"				10	8	8	- :						15
13		HERB JEFFRIES (Columbia) "Four Winds and Seven Seas"												5	12
14	15	D. HAYMES-TATTLERS (Decca) "Maybe It's Because"						10				2			10
15	11	PEGGY LEE (Capitol) "Bali Ha'i"													-
16A		CARMEN CAVALLARO (Decca)					4								,
16B		PERRY COMO (Victor) "I Don't See Me in Your Eyes"				٠					10	5			
_	_														

TOD		I Don t S	ee Me in rour r	yes
16C	17		OMO (Victor) and Ever"	
17			. SINATRA (Col Fashioned Walk'	
			1	
		TOP	SOUTH PACIFIC Broadway Cast	KISS N Broady
	_		C-lumbia	0.1

_	
SOUTH PACIFIC Broadway Cast	
Columbia	

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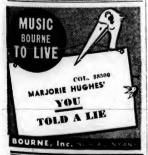
SONGS WITHOUT Selected Capitol

SUPPER CLUB Perry Come Victor

MANHATTAN TOWER don Jenkins Decca

Disk Best Sellers by Companies

Label	No. of	Points	Label	No. of	Points
Victor	Records	180	Columbia	Records	65
Decca Capitol		167 128	Mercury		29



THE EVER POPULAR STANDARD

LAUREL MUSIC CORP. 1619 Broadway, N. Y. 19

On the Upbeat

(Continued from page 39)

Lutcher goes into Chez Maurice, Montreal, for two-weeker starting Sept. 23... Los Angeles cops, involved in a full-scale vice scandal and graft payoff within the department, are making life tough for niteries in these parts. They barge In. stop floorshows and scrutinize hallowed in liquor spots. They've hit both the Casbah and the Oasis during past week... Joe Graydon cutting four sides for Coral. Two were duets with Connie Haines, two were solo etchings. Hal Winters has been re-optioned for four weeks at the Band Box.

Chicago

Esquire mag profiling Jazz. Ltd., near northside dixieland bistronsinger Anita O'Day pacted 23-weeker with Ili Note, near northside dixieland bistronsinger Anita O'Day pacted 23-weeker with Ili Note, near northside dixieland bistronsinger Anita O'Day pacted 23-weeker with Ili Note, near northside dixieland bistronsinger Anita O'Day pacted 23-weeker with Ili Note, near northside lazz spot, starting middle of September. Buddy Moreno opens at Blackhawk Restaurant Aug. 24 for eight weeks. Moreno's being considered for a TV show to originate from the spot... Irving Green, Mercury topper, and Art Talmadge, Mercury topper, and Art Talmadge, Mercury toppers and ad head, back from vous, Salt Lake City, Aug. 24.

Test Case

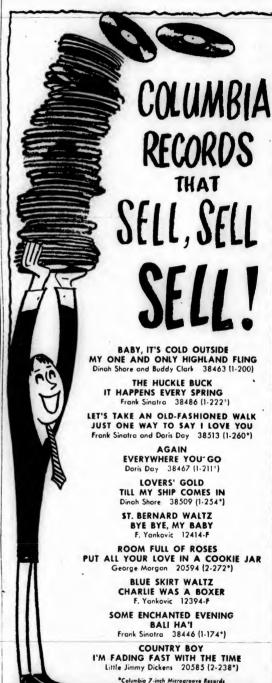
Continued from page 37

this formula is to determine the percentage of comparative uses as reflected by the ASCAP records of radio performances over the major networks. This percentage is then taken of the total amount rethen taken of the total amount received by the publisher from
ASCAP, including for performances, availability and seniority.
Now known as the "Goddard
formula," this dissipates the contention that had been repeatedly
advanced that the allocation should
be on an "availability" rather than
on a "per use" basis. Zissu & Marcus appeared for Pallma-Warner,
and Fitelson, Mayers & London
were attorneys of record for Fox.

Decca Ups Till By 390G 1st 6 Mos.

carnings statement for the first six months of this year, which wasn't too far below the corresponding period of last year. Decca marked a net revenue of \$390,650 for the half-year ended June 30 after setting aside \$239,430 in taxes, the income equalling a payoff of 50c. share to 776,650 holders of capital stock

Revenue for the same months of '48 totalled \$427,200 or 55c. a share on the same amount of stock.



HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records



Tis an Ill Wind, Etc.—Heatwave, Dry Spell Prove Resort Windfall

The continued heatwave and lack of rain during July proved an unattracted from upper New York in an escape from the heat. precedented windfall for beaches. amusement parks and resorts throughout the country, and especially those in and near New York. The multiple millions that crowded these areas to capacity during that period may not have been the lush spenders of the war boom days, but the greater volume of the crowds spread plenty shekaround.

els around.

Operators are admitting that they're plenty in the black for the first time in many seasons. If Jupe Pluvius continues to play ball with them for the remaining six weeks of the summer season, and the visitors' entertainment budgets can stand further strain, their financial cup of joy will be bubbling over.

over.

Coney Island, the Rockaways and Palisades Park, atop the cliffs of Fort Lee, N. J., drew the boffest trade, with the former two, because of their greater area, getting the greater play.

Consistently throughout July, based upon Police Dept. reports. Coney and the Rockaways hosted millions on the weekends and also did consistently good business

millions on the weekends and also did consistently good business through the week. In both instances the surf was the main lure. But those who came for the aquatic excursions stuck around to play the concessions, rides, restaurants, food and juice stands and other of the coln-snaring attractions.

Tilyou's Steeplechase at Concy, which traditionally gets the family groups via its 50c-\$1 combination tickets which includes gate fee and five and 10 rides respectively, reports the best business in years. Ditto for the Rockaways, with its Playland amusement area also operating with a combination and additionally helped by a free gate. Palisades' main lure was the pool, which reportedly was a sellout at which reportedly was a sellout at all times. Rides and other attrac-

CARDINI

'Cardini, Easily the Best of the Sleight-of-Handers."

YOU MUST VISIT

then in LONDON for Bargains in

ABEL, VARIETY

WM. MORRIS AGENCY

MARCH 9th, 1949

an escape from the heat.
Playland, Rye Beach, also profited in hypoed biz through getting a good play from excursionists via boat ride. Bus line operating from Fordham enlisted extra crews in order to accommodate the thousands making the trip in that manner. Added to this was the myriad of customers via private cars, who cumulatively helped swell takes for happy returns.

Minsky Due to Reopen His Carnival, N.Y., in Late Sept., Then Resume in Florida

Despite having dropped nearly \$100,000 via his semi-burlesque nitery show at the Carnival, N. Y., Harold Minsky is far from discouraged and will reopen the spot in late September. After setting couraged and will reopen the spot in late September. After setting the Carnival in running order, he'll trek to Florida, where he'll again operate the Colonial Inn, in Hallendale, with a similar policy, which paid off handsomely for him last year. There's also the possibility that he may shuttle shows between his N. Y. and Florida spots.

possibility that he may shuttle shows between his N. Y. and Florida spots.

Carnival operation got off to a poor start reportedly because of employing a \$2-\$3 admission fee at the outset, with no obligation to purchase food or drink. After several weeks' test showing such a scole was not paying off, spot was switched to a free gate with \$2 minimum. With that format business improved, but when summer and attendant heatwave set in, Minsky decided to shutter.

Actual losses were about \$20,000 despite the high figure set, since

despite the high figure set, since the additional \$80,000 was spent on renovating the Carnival to conform with his new policy.

LA ROSE WILL PEEL IN **NEW LINDER PACKAGE**

Rose La Rose, burlesque stripper, is planning to head up a new package, designed for cafe dates, and possibly vaude stands later, in conjunction with Jack Linder, indie vaude booker, who'll stage it for her. Dancer has four weeks already lined up and will open its cafe tour in Hartford, Conn.

Unit will have a Gay 90's format, with Bert Frohman emceeing and Miss La Rose doing her peel stint between the nostrigle numbers of the other acts, yet to be set.

KALCHEIM DUE IN N. Y.

London, July 26.

Harry Kalcheim, of the N. Y.
William Morris office, off to Paris
for a week, then Belgium and Holland. after which he sails for

for a week, then Belgium and Hol-land. after which he sails for America from Rotterdam on the Nieuw Amsterdam Aug. 6. The Lew Parkers also returning to America on same boat. Furs, Fur Coats, Luggage, Travel and Sports Goods:—Call at 1 Port-man Square (corner of Oxford Street), Marble Arch, London, W.1. BOOKING AGENCY GENERAL EXECUTIVE OFFICES LOEW BUILDING ANNEX H. LUBIN SIDNEY H. PIERMONT

Deep River Booked Solid

London, July 26.

The Deep River Boys, booked in England for four weeks, including two weeks at the London Palladium, have already been signed for a series of four broadcasts with Ambrose's band, and are now booked for tour with a Hyman Zahl vaudeville unit till end of year.

year.
After that, they will tour the

Omaha Going Hot For Stage Shows

Omaha, Aug. 2.
Rivalry for stageshows here is at its highest point in years. No sooner did Ak-Sar-Ben get through

at its highest point in years. No sooner did Ak-Sar-Ben get through playing Alec Templeton to 11,000 people at their field, than Tri-States announced that they had set Spike Jones unit at the Orpheum theatre Aug. 31.

Ak-Sar-Ben then let it be known that they were angling for Eddie Cantor's show for a one-nighter in the Coliseum next fall. Tri-States signed "Streetcar Named Desire" for six performances at the Omaha in October. Ak-Sar-Ben closed with Spitalny and his "Hour of Charm" show for the Coliseum to follow the Ak-Sar-Ben grand ball which is, incidentally, top social event of the year.

Max Clayton, who handles wrestlers and boxers at the auditorium presented.

Max Clayton, who handles wresters and boxers at the auditorium, presented Rochester and his unit al fresco in the new Municipal Stadium last Monday night (1). More than 2,200 seats were sold in advance, scaled at \$120.8240 \$1 20-\$2 40

\$1.20-\$2.40.

The World-Herald, not to be bypassed in attractions has closed
with "Hasty Heart" for a one or
two-nighter at Technical high
school auditorium.

Keith's Syracuse In Earlier Teeoff Of 'Palace Type' Vaude

Syracuse, Aug. 2. "Palace vaude" policy originally scheduled for RKO Keith's Sept. 8 with the Pat Rooney, Sr., unit, will make its bow a month earlier,

The eight-act inaugural show Includes Gus Van, the Edwards Bros., Yvonne Moray .The Marvellos, Cook & Brown, Steve Evans, the Appletons, and Ross & La-

Pierre. Second Palace unit has been set

CHI RAILROAD FAIR MAY TOP LAST YEAR Chicago, Aug. 2.

Chicago, Aug. 2.

Chi Railroad Fair, with more than two months to go, looks as if it will pass the 2,500,813 attendance mark set in 1948. Fair has already drawn more than 800,000 visitors, averaging 25,000 daily. Lure of course, is the 25c gate admission, with at least 10 hours of entertainment and exhibits free, on the Inside. Only extra admission charges are for "Wheels a Rolling" pageant and the "Cyprus Gardens Water Show," with both doing hefty biz.

Fair has attracted attention of other midwestern cities and may

Fair has attracted attention of other midwestern cities and may serve as a model for similar industrial shows where exhibits and entertainment costs are paid by various industries represented, for advertising and good-will. Fair, meanwhile, attracts visitors to the city. increasing summer biz in most fields. Kansas City, Detroit, St. Louis and Birmingham, Ala., have sent delegations to the Chi Fair to study its method of presentation, with projects of similar types being considered in their towns.

Aussie Strike Shutters Tivoli Vauder 4th Week

Sydney, July 26.

Martin's Tivoli vauder here is still shuttered because of the coal strike (fourth week) and the lack of an emergency plant. Martin is hopeful of getting the house lit again within the new two weeks.

Most of his acts routed for here have been loaned out to night spots.

Julie Wilson Doubling 'Kate' Into Chi Hotel

'Kate' Into Chi Hotel
Chicago, Aug. 2.
When Julie Wilson, lead in the national company of "Kiss Me, Kate," starts doubling into the Empire Room of the Palmer House here on Sept. 22, it will be a first for the Merriel Abbott-Hilton Hotels policy. Songstress will do only one show, instead of the usual dinner and post-theatre shows. Her album of Columbia recordings will be released to coincide with the local booking.
Miss Wilson clicked at the Mocambo, Hollywood, doubling from the Los Angeles legit date, but ducked doubling into the Fairmont, San Francisco, because she only recently played at the Peacock Court of the Mark Hopkins there.

AGVA Rep Blasts Ind. Fair Bd. in Hassle Over Grandstand Talent

Indianapolls, Aug. 2.

American Guild of Variety Artists, through Bob Edwards, its Cincy rep. criticized Indiana State Fair Board for rejecting a low bid on its 1949 grandstand show "without requiring the winner to match it."

Low bid was submitted by Kay Keiser agency of Indianapolis but contract was given to Barnes-Car-ruthers, of Chlcago. Latter's bid would bring lt \$39,000 on a \$70,000

would bring it \$39,000 on a \$70,000 gate.

"There is no question about the ability of the Keiser agency to provide top-notch entertainment." Edwards complained. "The contract with Barnes-Carruthers is very general in nature. It specifies only two acts by name and neither is a headliner. It also specifies a band, but doesn't say what band. Nor is there any required minimum for the booking agency to spend on talent."

"We can't gamble on a \$60,000."

on talent."
"We can't gamble on a \$60,000 or \$70,000 gate," sald Roger G. Wolcott, Fair Board member, in admitting the Keiser bid was low. Chicago agency, he said, has held the contract 22 years. Show will run six nights starting Sept. 4. It usually grosses more than \$10,000 a night.

Blair-Blackburns Fill In for Andrews Sis

In for Andrews Sis

Chicago, Aug. 2.

Andrews Sisters cancelled out of the Chicago theatre, after one week of two-week engagement on Patti Andrews' plea that she needed a rest. Nate Platt, theatre producer, wired Janet Blair and the Blackburn Twins, who were playing at Virginia Beach at the Latin Quarter, and they're filling in while they have an open week. Andrews trio headed for the Coast and will rest before resuming their radio stint on Club 15,

Saranac Lake

By Happy Benway Saranac, N.Y., Aug. 2.

Murray Weiss, Variety Club exec in from Boston to supervise renovations at the Variety Clubs Will Rogers hospital. Ruby Gayles, hit the all-clear jackpot and left for N. Y. to join her husband, Juggy Gayles, music publisher

her husband, Juggy Gayles, much publisher. Leandra Rinzler, former Roger-ite, in from N. Y. C. for a month's

vacation.

Birthday salutations are in order to Forrest "Slim" Glenn, Victor (IATSE) Gamba and Charles Kauf-

Lawrence Shubert Lawrence, manager of the Shubert Philadel-phia theatres, shot in to visit Mark Wilson, who is making nifty

Mark Wilson, who is making nifty progress.

Helen Grupp was tendered a birthday party at the lodge. Among those attending were Jeanette Varani, Frances Grupp, Lee Klimick, Dr. William Stern, Marie and Marlene Southard and Esther Gamba. She was gifted with a gold fountain pen set.

pen set.

Betty Murray, Gil Hall and Dora
Weaver motored in for a weekend
visit to Mary Lou Weaver (Warner
Bros.), recuperating from recent

Bros.), recuperating from recent operation.

Bob Cosgrave, Columbia Pix staffer, in for annual vacation at his Lake Flower camp.

Maurice Evans, Shakespearean actor, in for a summer vacation at his Upper Saranac Lake camp.

Bryce LaVigne, orch leader, in for two weeks fishing on Lake St. Regis.

Write to those who are ill.

Cafes Cited For Chiseling In **Toronto Cleanup**

Waning nitery and cafe biz in Toronto took another blasting when a newspaper survey revealed that customers are being cheated on drink measurements and that short-changing is prevalent. Estimated that some of the bistros have been making an extra profit of at least around \$1,000 a week by holding back even 1/8 to 1/4 oz. per drink.

per drink.

Liquor Control Board went into action and confiscated sample measuring jiggers and "shot" glasses which are now being checked by the Federal bureau of weights and measures. Also revealed that several complaints have been made to police by bar customers claiming they're being short-changed. LCB inspectors, who make routine checks, supposedly at least once monthly, of drinking spots and eateries, were on the carpet, with Board taking a serious view of laxness.

Board also plans to have honest-

a serious view of laxness.

Board also plans to have honestmeasure jiggers and "shot" glasses
compulsorily placed in all bars and
the "cheater" measures destroyed.
Blowoff came when a double bylined survey by George Bain and
Mary Fraser of The Globe & Mail
showed customers were being
gypped by deceptive measuring
methods. The two reporters took
along a surgical measuring glass
for their tests. Over a score of
prominent spots, with an individual report on each, were visited
and named, plus four hotels that
were given top rating for honesty.



MEMO:

"One of the better sleight-of-hand artists, Billy Bishop is working the Carrousel this week and if you are tired of the usual magicians' routines then Bishop is your boy ... he really shines ... keeps up a continual line to the control of the con

Billy Bishop is an artist you ould not miss."

DON D'AMICO, Montreal-Matin

"... if you are tired of the usual magicians' routines then Bishop is your boy."

MAX NEWTON, Standard. . . very good tricks . . . very

HAROLD WHITEHEAD, Gazette magicians' routines then Bishop is your boy." MAX NEWTON, Standard

"... unsuming and almost shy, a fellow with pleniv of what it takes ... fine for a guffaw."

BRUCE TAYLOR, Montreal Herald.

Thank you, PIERRE MAURER, MAR-TIN GOODMAN, MARK LEDDY, LEON NEWMAN, for two wonderful weeks at the CARROUSEL, Montreal.

Regards, BILLY BISHOP.





P. S.: "If you are tired of the usual magleians' routines then Bishop is your boy." MARK LEDDY-LEON NEWMAN Plaza 7-3760.

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Warners Seen Restoring Stageshows At N.Y. Strand; Straight Pix No Dice

Conflict between Warner Bros.

theatre and distrib execs over stageshows in the Broadway Strand is currently swinging in favor of restoration of live entertainment at the company's N. Y. showcase. It will be the stage policy may take place in the stage policy may take place in the fall if no improvement in the the fall if no improvement in the theatre's grosses are shown under theatre's grosses are shown under theatre's grosses are shown under the stage feature policy. theatre's grosses are shown under the present single feature policy.

the present single results pointy.
Warner theatre execs were originally reluctant to pull out the stage attractions from the house because of the competitive factors among the Broadway firstruns. Distrib execs, however, were convinced that the elimination of the shows would save coin. shows would save coin.

Results of the first three weeks Results of the first three weeks sans stage shows, however, have been disappointing. With the straight picture policy opening with the Gary Cooper starrer, "The Fountainhead." the Strand grossed only \$63,000 for the three frames. With a stage bill, the same picture figured to gross double or more than that figure. Taking into consideration the cost of the stage shows, which averaged around \$15,000 weekly, the house would still have come out ahead. Warner proponents of the pic-

still have come out ahead.

Warner proponents of the picture policy want a longer test with a variety of films and without the prolonged heat wave which has generally bopped Broadway in the last month. Another factor operating against the house's policy is that the Strand's patrons are still unaccustomed to it. Continued failure of the house to draw up to expectations will, however, strengthen the hand of the stage-show partisans among the Warner hierarchy.

HOLLOWAY FLOPS IN DOWN UNDER VAUDE

Melbourne, July 26.

Meloourne, July 26.
Stanley Holloway, British comic
out here for the Dave Martin
Tivoli vaude loop, failed to hit the
popular fancy and wound up a
poor run.

Comic will most likely give up balance of his Down Under tour and return to London.

Jaywalkers pacted for Vancouver



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Blue Blood Blues Singers

Blue Blood Blues Singers
New York's Coq Rouge will bring
back its old policy of introducing
new singing talent from the ranks
of Gotham's debutantes. Frank
Bonacchini, co-owner of the nitery,
conceived the idea about 10 years
ago and found the policy payed off
as a good drawing card besides actting as a showcase for possible
talent. Club is sending out invitations to the socialite chirpers who
made their debuts in the past two
years and to those who are scheduied to come out next season.

Among the debs who made their
professional bow at the nitery are
Anne Francine, Martha Burnett,
Beverly Paterno, Marcella Hendricks, Lady Margaret Strickland,
Maggi MeNellis, Adelaide Moffett
and Peggy and Eleanor French.

Hotel N. Y.er In Policy Stymie

New Yorker hotel, New York, has no idea of what sort of a policy will be installed in its Terrace Room come fall. Currently the room is open for luncheon and dinner without music and daneing.

Hostelry's exees have considered putting in the "Salute to Gershwin" show, which the Sherman hotel, Chicago, preemed last winter with good b.o. effect, but the idea is costly. It requires an outlay of approximately \$5.000 to install the lights and control board necessary to handle that show, and three men are needed to operate the board. It's improbable that the New Yorker will go for the cost. And so far no other satisfactory policy idea has been advanced.

GLASS HAT PLANS TO RESUME FLOOR SHOWS

The Glass Hat of the Belmont-Plaza hotel, N. Y., which is operat-ing on a straight band policy for the summer, plans to resume floor-shows around Labor Day.

Management is still undecided on a format. In the past it has oc-casionally operated with a line of girls and two or three acts. How-ever, it's likely, according to those booking the spot, that it may fore-go the line and concentrate its budget on a couple of medium-priced names for its entertainment.

A.C. Hotel Workers Spark Pitch for Repeal of Tax

Washington, Aug. 2.
A resolution by the Hotel and Restaurant Employees Union, Local 508, Atiantic City, calling upon the Government to reduce the 20% nitery bite to its prewar 5%, or to eliminate the levy completely, was introduced in the Congressional Record last week

week.

Resolution, put in by Rep. T.
Millet Hand, of Atlantic City, said
in part: "This excessive levy has
aiready exacted a heavy toll of unemployment among workers in the
culinary, hotel service, and bartending trades by discouraging
patronage of establishments offering entertainment with meals...

It ill becomes our government at
a time when unemployment is rising, to continue in force a measure
which can only swell the jobless
total, thus undermining living
standards and accelerating an economic collapse."

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direct ershestra, assemble orchestrations, que chewe. Give full details. Must be union. Address: Box 123, Care VARIETY, 156 W. 46th St., New York, N. Y.

Cantor Made JTG Prexy For 18th Straight Term

Eddie Cantor was elected to the presidency of the Jewish Theatri-cal Guild for his 18th consecutive term at the annual meeting of the

term at the annual meeting of the philanthropic organization in its quarters in the N. Y. Paiace theatre building, July 29. Cantor is due back from a European junket next week.

All other officers and council were returned to office, including George Jessel, Jack Benny and William Morris, Jr., as veepees, and Dr. George H. Solomon added to the council.

Talent Disregards Boss, Closing Law to Cavort For Hope, Godfrey in Mpls.

Minneapolis, Aug. 2.

Minneapolis, Aug. 2.
Performers and management
clashed at Club Carnival when the
former insisted or doing their stuff
on the stage "after hours" for Bob
Hope, Arthur Godfrey and their
party, here for the Aquatennial,
annual summer mardl gras, and
visiting the spot late. Management
objected because it wanted to
empty the room at the 1 a.m. closing hour in conformity with the
law.

The performers won out and the

The performers won out and the city authorities overlooked the technical law violation because of the famous guests and the circumstances.

Hope, Godfrey, et al., entered the bistro at 25-minutes to one, coming there from a party which CBS had tossed for them at the Hotel Radisson. Joan Edwards, the headliner, was just finishing her act for the last show when she spotted Hope.

"Why didn't you come earlier, Bob?" she ealled out to Hope. "I'm just finishing my act."

"Well, why not start over again?" queried the comedian.

"All right, I will," answered Miss.

queried the comedian.

"All right, I will," answered Miss Edwards and, forthwith proceeded to start from the beginning.

But with only 25 minutes to go to "closing time" that didn't set so well with Ted Cook, the nitery's manager, and he rushed to the stage to expostulate with Miss Edwards. Also, Buddy Lester, waiting to go on, was fearful he wouldn't get his chance if Miss Edwards continued. After she had finished Lester went on, just as he declared he'd do, and he did about 20 minutes more than usual.

It was an extra treat for the cus-

20 minutes more than usual.

It was an extra treat for the customers, who filled the room, enjoyed the thrill of being in the same crowd with Hope, etc., and got to see Miss Edwards and Lester virtually "working their heads off," performing overtime and embroidering their aets to the limit. It was well after 2 a.m. before the show was over.

snow was over.

Cook denies that he was influenced in his efforts to halt Miss Edwards and curb Lester by the fact that extra expense would be incurred, including overtime for the 12-piece orchestra, etc.

HIGH WAGES NICKING **B. AIRES NITERIES**

Buenos Aires, July 26.

Buenos Aires, July 26.
Goyescas nitery, which two
years ago was grossing \$4,000
(U. S.) nightly, has had to fold.
High wages for general help ran
expenses far beyond grosses. Situation is gradually killing off nitery
biz in Argentina altogether. The
Embassy night club charges \$5 for
iocal whisky and the average cost
of taking a date for a spot of dinner and dancing in Buenos Aires
these days is \$40 (U. S.), provided
only a minimum of two drinks is
consumed in the evening. consumed in the evening.

Josephine Baker nixed an offer from Buenos Aires impresarios to appear in the Principe nitery this season, although she promises to consider the bid for 1950.

Blackstone, Recovered, Sets 45 Wk. Vaude Tour

Colon, Mich., Aug. 2.

Harry Blackstone, vet magician, who has been a patient in Lella Post hospital at Battle Creek, Mich., was released and went to his home on Blackstone Island, in

nis nome on Blackstone Island, in Sturgeon Lake, hear here. Blackstone has booked a 45-week coast-to-coast tour for the coming season, starting in Milwau-kee, Sept. 11.

Gus Van's Decision to Run Again **Creates New Stew in AGVA Balloting**

Menke Gets 51/2G For . Damages to Showboat

Damages to Showboat.

St. Louis, Aug. 2.

Capt. J. W. Menke, owner of the showboat "Golden Rod" that has been doing a flourishing biz here, last week won a \$5.500 verdict against the Inland Waterways Corp., for damages done to the floating theatre on Aug. 15, 1946. The award was made by U. S. District Judge George H. Moore.

Menke testified that the corporation was guilty of negligence when

Menke testified that the corpora-tion was guilty of negligence when it failed to seeure its barges as the Mississippi was rising. Because of this negligence he ciaimed the barges broke loose and smashed into the showboat and damaging it. In the same case Judge Moore awarded \$1,200 to a deckhand on a towboat for injuries suffered at the same time.

Mounds Club Files Appeal to Reopen

Columbus, O., Aug. 2.

The battle between Gov. Frank Lausehe, of Ohio, and the operators of the swank Mounds Ciub in Lake County near Painesville first in the Governor's announced drive to put the plush gambling casinos of the state out of business-entered its third week with the issue headed for Frankiin County Common Pleas Court in Columbus.

Columbus.

The club made a token appeal before Fire Marshai Harry J. Callan last week (27) for the lifting of a padlock order on charges that the club is a firetrap and violates building regulations. Callan took the appeal under advisement. Should the Mounds Club win its case against Cailan in Common Pleas Court, it would still have a fight to reopen. The State Liquor Department has brought charges against the club for alieged sales of liquor without a lieense. The trials of four employees on liquor violations will be held in Painesville, Aug. 15.

New Sunday Bop Concerts Set for Village Nitery

Set IOT VIIIage MITETY
Savannah Cafe, Greenwich Village, N. Y., will inaugurate a series of Sunday afternoon bop concerts, beginning next Sunday (7). Sessions will run from 4 p.m. to 9 p.m., after which nitery will swing into its regular colored fioor show. Manhattan Paul, who's producing the concerts, has set The Ravens, vocai quartet, and Dinah Washington as guesters on the initialer. A 90c minimum will prevail.

In addition to the concert there will be dancing, with milk and maiteds available for the younger set of bop fans.

et of bop fans.

election as president of American Guild of Variety Artists, after pre-viously stating "he did not choose viously stating "he did not choose to run," has bombsheiled the camps of the competing candidates, Georgie Price and Jackie Bright.

Georgie Price and Jackie Bright.

Bright, youngest of the candidates, is believed to have the backing of the N. Y. branch board, of which he is currently chairman.

Latter has reportedly lined up support in other quarters, principally Chicago, Philadelphia, Boston and Hoilywood for their *candidate, these areas having the largest membership groups within the union. Price is not making too vigorous a campaign but nevertheless he also has many supporters in the N. Y. and other branches of the guild.

Bright's campaigners character-

the guild.

Bright's campaigners characterize Van's change of heart as being maneuvered by the present AGVA administration, primarily Dewey Barto, current executive secretary. Both Bright and Price have not been in aecord with many of Barto's administrative acts in the past and it's figured, according to Bright's supporters, that should he elected he would propose some drastic changes in the current AGVA setup.

In some quarters it's felt also

AGVA setup.

In some quarters it's felt also that Van, who made it elear at the AGVA convention that he didn't want to suceeed himself as prexy of the union, was drafted on a "for the good of the union" plea. The idea is that a three-way campaign would split the Price-Bright factions sufficiently to reelect Van.

CIRO'S STOCCO TAKING OVER LONDON EMBASSY

London, July 26.

Abe Aronsohn and Bob Barnett have disposed of their lease of the Embassy Club nitery to Fausto Stocco, former partner of Martinus Poulsen, killed in air-raid in last war, of the Cafe Anglais. Stocco now operates Ciro's Club, in which has a financial interest with a financial interest with

he has a financial interest with Rubin Bros.

Embassy has had lean times since the government vetoed bottle parties. Stoeco has applied for a restaurant license, and intends to run the club on the same lines as Ciro's. Although it is kept very hush-hush, it's understood the price paid is around \$140,000, with Stoeco taking possession early in August.

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ROXY, New York

Thenks, SAMMY RAUCH, HARRY ROMM

NOTE: I DON'T DO IMPERSONATIONS!

Direction: MCA ARTISTS

Night Club Reviews

Chez Paree, Chi

Chicago, July 29.
Jackie Miles, Betty Bruce, Betty
Reilly, Anita Martell, Chez
Adorables (10) with Inez Clavijo,
Al Wallis, Cee Davidson Orch
(12); \$3.50 minimum.

Current layout is the best paced show here in several months and while some acts ran overlong open-ing night, it held pace.

ing night, it held pace.

Jackie Miles has refurbished his material and with the exception of his Gene Autry stint, now standard, has some new stories to fling to the ringsiders. Slight comedian details the neighborhood responsibili-ties of owning a television set; the racetrack habitue's talk with

the racetrack habitue's talk with God; some patter between a few choruses of "Shine," and a hilarious bit about an ungrateful patient all add up to plenty laughs.

Betty Bruce gets the crowd in receptive mood with kidding intro before going into some terrific toe twirls. For change of pace she does impresh of Ray Bolger's "Tea for Two" embellishing the routine with rapid, whirling dervish spine does impresh of Ray Boiger's Lea for Two" embellishing the routine with rapid, whirling dervish spins, After reprise of her stint from "Up in Central Park," she does a shimmy for solid applause and shimmy bowoff.

Betty Reilly almost steals the show with her Spanish and Yiddish renditions. Blond thrush starts with starts salling of "Irish Eyes." straight selling of "Irish Eyes." She's added some Latin lyrics to "Rhumba Rhapsody" and while the majority of customers might not know what it's all about, spirited delivery garners good response. She dips a little in the blue for "Kinsey Report" before going into "Rancho Grande," which is inter-spersed with Pancho stories. En-cores "Want a Man" for additional

cores pattycakes.

Anita Martell, opens some neat juggling. Line spaces proceedings with three new numbers, with solo dancer Inez Clavijo doing production neatly in the Javanese number. Al Wallis handles production vocals in good style. nese number.

production vocals in the Cee Davidson orch be expertly and handles dance tunes equally we nd handles custom equally well. Zabe

Astor Roof, N. Y.

(HOTEL ASTOR)
Xavier Cugat Orch, Bill McCune Orch; \$1-\$1.25 cover.

Returning from a smash tour through Latin America (minus Argentina), Xavier Cugat is giving this class hotel dine-and-dancery one of its strongest attractions in a long line of name band bookings. Cugat's rep, plus the Roof's refuge from the steam-heated sidewalks, will draw business and the well-filled tables opening night (1) was early proof of that.
Cugat's orch, which has had the benefit of a Metro glamorization treatment in several recent filmusicals, is a solid and versatile crew that's still tops in its genre of Latin music. But the maestro isn't going overboard on the tamale tunes in this spot, rightly figuring that the Astor clientele is not grooved for a straight rhumba diet.
Cugat is mixing up his items with a change of pace from the Viennese waltz to the Hawaiian hulaback from straight pops to the Latin rhythms where the orch is undeniably standout. Band's basic instrumentation has four on reeds, five on brass, three on strings and six on rhythm, including the usual complement of bongo drums.

five on brass, three on strings and six on rhythm, including the usual complement of bongo drums, maraccas and marimba. Versatile doubling by the sidemen give un-usual flexibility to the arrange-ments.

usual flexibility to the arrangements.

Except for flashily costumed gal fronting the orch during the Latin numbers Cugat essays little in the way of bandstand showmanship. Vocals are delivered by various sidemen while macetro alternates between quiet bat oning and fiddling. Here again, the style has been trimmed to this room's decor but plenty of the orch's vitality gets through. When the band swings into one of its hot Latin numbers, the patrons sit it out and take it as straight entertainment.

Bill McCune's combo alternates on the bandstand with an okay brand of dansapation.

Copacebana, N. Y.

Copacebana. N. Y.

(FOLLOWUP)

Comedian Romo Vincent and ballroom dancers Edwards & Diane are the major replacements on the current bill, sharing the headline billing with Mindy (songstress)
Carson, a holdover,
Vincent is an amiable comicsinger, one who invariably sells more on personality than material. There's hardly anything new to his stuff, but by the time he walks off he has the customers with hir on sheer seiling ability alone. He's still doing such stuff as the Pull-

man-porter number, has opening "Jericho," et al. And one of the amazing things about him is his grace, despite his 275 pounds.
Edwards & Diane go over nicely, especially clicking on the lifts, though his voicing of a love paean, as she glides about the floor, is a little too ethereal for a cafe floor.
Miss Carson continues to improve in selling as she goes through a routine of pops and ballads. She doesn't achieve the usual glamour that most cafe singers strive for, and that, maybe, is one reason why Miss Carson is doing so well here.

Production numbers are holdover.

Flame Room, Mpls. (HOTEL RADISSON)

Minneapolis, July 30.
Monica Lewis, Frakson, Danny
Ferguson Orch (8); \$2.50 mini-

The combination of top-drawer song and magic makes for a pleasant entertainment interlude at this plush, intimate spot. Spotting Monica Lewis, songstress, and Frakson, magician, together to provide the floorshow was a choice. Customer enjoyment is very evident.

dent.

It's the first time here for the captivating Miss Lewis and, at dinner show caught, she had easy sailing throughout. Her loveliness, stunning wardrobe and sparkle, as well as her voice and song-selling ability, help to extract every ounce of value from her numbers. She skilfully dramatizes, as well as vocalizes, and gives each selection the sort of distinctive tourches that

skilfully dramatizes, as well as vo-calizes, and gives each selection the sort of distinctive touches that spells artistry.

"A Wonderful Guy" and "Some Enchanted Evening," from "South Pacific," showed off Miss Lewis' charm and pipes nicely. A "Tele-phone Song" had its comedic mo-ments which she handles cleverly. Winds with "A Tree in the Mead-ow" and a swing arrangement of the lively "You Were Meant for Me" to heavy applause.

A hit here on previous appear-

Me" to heavy applause.

A hit here on previous appearance, Frakson mystifies with his tricks and amuses with his accompanying patter and comedy business. The manner in which he makes lighted cigarets vanish into thin air and reappear, his adroit business with the apparently sheared rope and the way he causes a radio to disappear produce customer interest and perplexity. These are all very familiar tricks, but they're good ones and he gives them original touches.

Danny Ferruson orchestra plays

them original toucnes.

Danny Ferguson orchestra plays the show and tunes for customer dancing. Room filled for dinner.

Rees.

Babette's, A. C.

Atlantic City, July 27. Lou Seiler, Ronnie King, Doris art, Unabelle Howard line, Benny orris Orch, Frank Ramoni Rhum-Morris Orch, Frank Ramoni Rhum-ba Band; \$1.50 minimum, \$2 week-

conds.

Lou Seiler, funny little guy, is tops for this spot. Coming on with a great big hello and table hopping to welcome payees warms things up for a hearty session. Impersonations are his forte, and he does a neat job on his carbons, not too blueish, yet packing a good deal of fun. His version of the lost weekend and his cowboy bit are toppers that send him off to sock applause. Ronnie King, nifty songstress, scores in her stanza. Opens with "I Feel a Song Coming On" and segues into "Mother Never Told Me." Winds with "Fat-Man's Polka" and encores with "S'Wonderful" for additional pattycakes.

Doris Hart gets nice returns on her top routines. Unabelle Howard girls (6) contrib three colorful numbers.

Babette (Stebbins) emcees show

mumbers.
Babette (Stebbins) emcees show in glib style to keep it moving at enjoyable pace. Benny Morris Orch backgrounds neatly and alternates with Frank Ramoni rhumbaists for customer dansapation.

Walk.

Bucharest, Montreal

Montreal, July 27. Vivian Allen, Bert Shelden, Lund Bros. & Patricia, Will Skin-ner Orch (3); minimum \$2.\$3.

Baby." Movements in some dances are too broad, and small floor seems a handicap. Their Apache garners neat plaudits.

Miss Allen, who played Ado Annie in "Oklahoma!" for three years, doesn't reprise any of the show's tunes until the finale, when she teams up with Shelden for a sock duet of "All or Nothin." Best of her previous numbers is "Primitive Man," with it's broad iyrics and burlesque routine from "Pal duet of the previous numbers is "Primitive Man," with it's broad lyrics and burlesque routine from "Pal Joey." Gal sells well and the impromptu teaming with Shelden is hit of the show.

Wiii Skinner orch handles show music with ease. Usual finale is sparked by vocals of Carol. Newt.

Village Vanguard, N. Y. Mary Lou Williams, J. C. Heard Trio; \$1 minimum, \$2 weekends.

Falling in line with the summer trend towards lower tabs, this Greenwich Village spot is offering a smart package for the jazz aftionados at reduced scales, also eliminating the 20% tax by cutting out vocalists. Nitery's operator Max Gordon is also, testing out an "in-the-round" type of show presentation, with performers playing near the center of the floor. But the Vanguard is framed so small that this innovation doesn't add much in the way of intimacy.

Top current attraction is Mary

much in the way of intimacy.

Top current attraction is Mary
Lou Williams' subtle pianistics.
Avoiding superficial flashiness,
Miss Williams accents intricate but
clean rhythms with superb keyboard artistry. Her repetrory is
wide, spanning a range from
the quasi-classic to boogle-woogle
jumps. She's solid item for this
type of nitery.

Along a similar vein of authen-

jumps. She's sond tem to the type of nitery.

Along a similar vein of authentic jazz, the J. C. Heard Trio is dishing up a snappy brand of music, alternating with Miss Williams in a continuous music policy. Combo, composed of drums, bass and piano, has a solid style, getting the most out of its narrow instrumental range. Heard, on drums, tends to err, however, in spotlighting his long and powerful skinbeating solos without tempering his efforts in this cubicle-sized nitery.

Herm.

NICKY BLAIR TAKES OVER CLICK, PHILLY

Philadelphia, Aug. 2.

Philadelphia, Aug. 2.

Nicky Blair took over the management of the Click here last night. Associated with Blair in the deal is Arthur Ganger, N. Y. restaurant outfitter, and the new owners told the press at a cocktail reception yesterday they plan to continue the Click's present policy of name bands and also intend to bring in top name acts.

Opening bands are Louis Arm-

Opening bands are Louis Armstrong orch and the Kenmore Caravan, local combo. Peggy Lee is slated for Aug. 19, and Tommy Dorsey, Sept. 21.

Saratoga

Continued from page 1 =

tracks are more accessible and many bettors like the treatment received there. Saratoga Track also has considerable competition from the Saratoga Raceway which runs night time harness meets. Niteries are especially burned over night-racing because of the direct competition.

Additional evidence that toga will cater to more people with less money per capita is seen by the figures at the racetrack's open-ing day. Attendance was 1.100

the figures at the racetrack's open-ing day. Attendance was 1,100 more than last year's opener but the handle was less. There's some comfort for the-smart money boys in that the casinos have been given the green light.

Cafes received a bad break on the track's opening day Monday (1) with competition from the Monty Woolley dinner given by the Saratoga Chamber of Commerce at the Grand Union hotel, feteing the actor on his 30 years' residence in the spa. Instead of turnaway crowds for dinner, cafes were only comfortably filled, but with many reservations for the midnight shows.

In the cafe scene, the big show is at the Piping Rock with Hildegarde as the attraction. Riley's opens Thursday (4) with the Minsky Carnival unit. The Brook Club is featuring a three-piece band. The garde as the attraction. Riley's opens Thursday (4) with the Minky Carnival unit. The Brook Club is featuring a three-piece band. The Piping Rock has reverted back to Max Sellette of the Latin Quarter, N. Y. The food concession has been taken over by Bob Mentzer, Nat Lewis and Frank Zolta of the Casablanca, Miami Beach.

VARIETY BILLS

Numerals in connection with bills below indicate opening day of shew Letter in parentheses indicates circuit: (I) Independent; (L) Loew; (M) Moss (P) Paramount: (R) NKO: (S) Stell; (W) Warner; (WR) Walter Rende

NEW YORK CITY CHICAGO

Burns 2 &
Evelyn
Grace Drysdale
Anthony & Rogers
Fontaines Anthony
Fontaines
Coleman Clark Co
Rochelle & Beebe
Timmy Rogers
Proske's Tigers
Paramount (P) 3
Tex Beneke Orc Paramount (P)
Tex Beneke Or
Vic Damone
Cy Reeves
Rudy Cardenas
Roxy (i) 4
Bob Crosby
Sid Stone

3. Olympics
CHICAGO
Chicago (P) 3
Dennis Dav (Clark Bros
Acromaniacs
Marvas & Upstarts
Garden (P) 4
George Jessel
Dorothy Claire
Gene Sheldon
Can Bootic Bd
Hoy Brown
Mighly Men
Chubby Neusom
Highly Men
CLEVELAND
Felace (R) 4
Dick Contino
Richard Melarl
Pepperettes
Mystley 4
Jeannine Meister
Eddie Grieg
Tommy Check
Glenn Pigott

Ginny Lowry Leonardo & Anita George Dunn 3_Olympics

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Battonors
Ceorge Prentice
Penny Edwards
Burton & Janet
Ross Wyse Jr
Peggy Womack
Milton Douglas C
State (1) 44
Jean Lailotte
Harris 3

State (1) 4-6
Jean Laflotte
Harris 3
Dick & Dinah
Ardath & Russell
7-10
Russ Le Beau
Stewart Sis
Alan Carrier
3 Queens

3 Queens
BOSTON
Keith's (R) 4
Edwards Bros
Yvonne Moray
Cook & Brown
Marvellos
Steve Evans
Appletons
Ross & LaPierre
Gus Van

BUFFALO Hippodrome (P) 4 Hippodrome (P)
Peggy Lee
Dave Barbour 5
Billy Gilbert
Lewis & Van
Marshall Bros
CAMDEN
Towers (I) 5-7
Rice Sis

BRITAIN

ASTON
Hippodrome (1) 1
S & M Harrison
Pamela Austin
Bob Grey 3 Imps
Patricla & Colin
Sheila Daly
Vic Kerris
Charles Dickens
Ivo I Ingles
Ivo I Ingle

CAIN

Webster Booth
Aone Ziegler
Rudella
Albert Whelan
Johnson Clark
Frank Preston
Chas Ancaster
Machan
Chart
Machan
Empire (5) 1
Morris & Cowley
Is Wright & Marion
Jean Melville
A Kay & Gloria
Charles 'I ague
Charles 'I ague
Karloma Marie De Vere Co BIRMINCHAM Hippodrome (M) I & S Davis Vic Oliver June Manton Maureen O'Dell Jeanette Hughes Branbett Grey Lionel King Bunny Boyle Fred Lovelle Stevil Sis Boros & Brook Les Raymer & Betty

n wright & Marion
lean Melville
A Kay & Gloria
Charles 'Iague
Karlson 3 WICK
Emplre (\$)
Peter Lorre
Janet Brown
Silver & Dwn
Silver & Dwn
Les Alyxons
Godfrey & Kerby
A J Powers
Janite Brown
Grand (\$)
A J Powers
Janite Silver
Frank Worth
Vadlo & Herts
Willie Clark
Freda Barver
Friesbury Park
Emplre (M)
1
2 Dancettes
Smith Bros
Smith Bros Pygram & Brandon
Zena Dell
Albert Murland
Opera Houser ()
Opera Houser ()
Opera Houser ()
Ondrea Dancers
Halama & KonarskiFrance Clery
Casswechson
Shiela Matthews
Tiller Girls
Regency Singers
Regency Singers
Regency Singers
Opera Lynn
Riley & Bernard
Palace ()
Vera Lynn
Riley & Bernard
Palace ()
Vera Lynn
Kiely & Bust
Georges & Dorina
Arthur Worsley
Anna Mac
Tommy Reilly
Irvin Riley Marily
Irvin Riley Maril

Empire (M) 1
2 Dancettes
5 Snith Bros
Les-Spanglers
Leslie Sarony
Maicia
Mooney & King
Latona & Sparks
Elray & Dorothy
Tanner Sis
Evers & Dolorez
Glascow

George Wood Co
Joc Black
Gaston Palmer
Raymond Smith
B Warren & Chic
GRIMSBY
Jimm

B Waferland Williams (Charles)
Jimmy Chartars
Beth O'Dare
Johnnie Carlton
David Cassity
G & D Beaty
Les Cygne 4
1 & I. Webb
Ta MacNab

MacNab MacNab

HACKNEY
Empire (5) 1
Ray Ellington 4
Max Wall
Harold Barnes
Al Burnett
Johnny Lawson 3
Don Philippe &
Marta
Frank Marx &
Iris
LONDON

Marta
Frank Marx &
Iris
LONDON
Palladium (M) 1
Carl Brisson
Frances Lansford
Jon Hall
Carl Brisson
Frances Lansford
Jon Hall
Carl Brisson
France Marcus
7 Asshtons
2 Leconas
MANCHESTER
Hippedreme (S) 1
Frank Marlowe
Bubb Marlowe
Mary Bubb Marlowe
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MEWCASTLE
Empire (M) [2 Sophisticates
Allan Jones
Irene Hervey
Desile Strange
Val & Monty
Warren & Jean
Harry Benty
Hackford Hackford
Kizma & Karen
Sam Costa
Relville & Rekar
Jord & Lenner
Wilson Keppel &
Betty Louise &

Betty
Marie Louise &
Charles
Eddie Gordon & Nancy
David Poole
PORTSMOUTH
Royal (M) 1
Ed Vyne &

Lin.
Noberti
Mickey Ressell
Hamiltons
SHEPHERDS BUSH
Empire (\$)] Empire (\$) }
Hutch
Len Young
J Holst & Milady
Vic Ray 3
Peter White
2 Eddies
Harris & Christine
Anna Co

2. Eddies

Arris & Christine
Anna Co

WOLFHAMPTON

WOLFHAMPTON

MARCHAMPTON

MARCHA

Cabaret Bills

NEW YORK CITY Harlan Dixon Eddie Nelson Harry Forrest Perry Mayo Morris Lloyd Line Jack Palmer Ore Latin Quarter Adeleine Neice Billy Vine Albins Leis 210022

MIAMI
Olympia (P)
Duke Dorell
Duke Dorell
Duke Dorell
Duke Dorell
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Duke Derell
Duke Derell
Duke Edwards
Jackle Green
PHILADELPHIA
Carman (I) 4
Ed. Mack &
Laman (I) 4
Ed. Mack &
Laman (I) 4
Ed. Mack &
Laman (I) 4
Ed. Mack &
Dennis & Thompson
Myles Bell
Stagg.McMaun 3
SIOUX CITY 4
Berk & Hallow
Chords
Hallow Chords
Hallow Chords
Hallow Chords
Hallow Chords
Hallow Chords
Hallow Chords
Hallow Chords
Mack, Russ &
Wally Brown
Dollinof & Raya Sis
Pat Rooney Sr
WASHINOTON
John Charles
Hallow Chords
Hal REW 3
Biue Angel
Roger Price
Josephine Premice
Stan Freeman
Irene Williams
Chittison 3

Bop City Dizzy Gillespie Orc Dinah Washington

Dizzy Gillespie Or Dinah Washington Ravens Billy Taylor Care Society Josh White Ruth Brown Calvin Jackson Tom Scott For Scott Scott Soans Romo Vincent Edwards & Diane Mindy Carson Ramona Lange Penny Carroll M Durse Orc Alvares Orc

Alvares Orc Diamond Horseshoe Jay Marshail W C Handy Jack Gansert Billy Banks Choral Sextet H Sandler Ore Alvarez Mera Juenger Ballet Line

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Haron Hotel Edison
Lee Crane Orc
Hotel Plaza
Nicolas Matthey Or
Payson Re Orc
Hotel Roosevelt
N Brandwynne Orc
Hotel 31 Resis
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Martha Rave
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Judy Lynne
Jeff Clay
Walter Nye Or
Ralph Funt Or
Savannah
Annabelle Hill
Arielgh Peterso

Johnny Nazzarl
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Louise Howard No
Dayne, Webster
Jack Casaldy
Old Knick
Cene Barry
Paul Kiliam
Cloris Leachman
Bohn Silver
Gloria Manning
Al Cooper Ore
Old Roumanias
Bob Fitzgeral
Al Cooper Ore
Old Roumanias
Bob Fitzgeral
Joanne Florio
Joe LaPorte Ore
D'Aquila Ore
Every Onna
Kurt Noble Salver
Every Onna
Kurt Noble Salver
Rivieral
Harry Richman

Mofet eHenry Busse Ore
Hotel Taff
Vincent Jope Ore
Danny Lewis
(Continued on page 55)

Capitol, N. Y.

Noro Morales Orch (20), Hank Ladd, Stan Fisher, Mary Small, PepLeg Bates: "Scene of the Crime," (M.G) reviewed in VAMETY June 22, '49.

Crime. (M.G) reviewed in Variety June 22, 49.

One of the neatest stage combinations the Capitol has had recently. On paper, this bill doesn't sound like much, but it works out to a really standout hour of entertainment. It's well-planned and played with plenty tunes and giggles. If there is a standout, it's Noro Morales. His five-by-five girth, his broken-syllable approach to English, his piano playing, which isn't much but sounds good to the customers, and his foiling for the others on the bill, sends a sort of shownanship over the footlights that's all in his favor. He's leading 20 slick-halred musicians, among them congas and bongos, fiddles and brass and the combination does real well, the spotlighted chore being, an arrangement of 'Malagueffa.'

And the other names follow down the line. Hank Ladd's deadpan comedy, as emcee and in own slot, never gets an explosive how! But it works those bellylaughs into a consistent string. Stan Fisher, an excellent harmonica tooter, serves pops and standards in crack fashlon. Whether it was the mike this showing, or whether the guy has a new trick is hard to tell, but sometimes he sounds as if he's adding an echo sound to that which he gets out of the instrument. His topper, "Roumanian Rhapsody" is a fine job.

Mary Small, though she slightly oversells her stuff, is in the groove.

Small, though she slightly Mary Small, though she slightly oversells her stuff, is in the groove, too, and the audience didn't refrain in letting her know. She curves "Wonderful Guy" for the first strike and then goes into "Tenement Symphony" and a samba-beat deal with Morales called "Enjoy Yourself," She could have done more.

Yourself." She could have uone more.

Peg-Leg Bates is the real topper, however. Having spent a lot of time on the Coast with Ken Muray's "Blackouts," Bates is new to a lot of patrons and the fast, rhythm and trick routines he pounds out with one gam and a wooden stump fractured a flock of this audience. The guy isn't doing anything different than he did years ago at the Apollo, but he does it with more polish and cockiness than before and it hits the bullseye. doing e did

bullseye.

Finishing piece here is good. It uses Ladd, who complains to Morales he hasn't anything to get him off. Maestro hands him a new calyp-so tune and Ladd sings the lyrics as an uninitiated might do them, which means off-beat, off every-thing. It's funny and it turns into the introduction of some of the tunes Morales has written. Miss Small comes back to sing "Bim Bam Boom," a speedy getaway and tunes Morales has wisting Bim Small comes back to sing Bim Bom," a speedy getaway and the trio bow down in the elevator. Miss Small and Ladd good-nighting in Spanish, or what passes for it, and Morales likewise in English, or what passes for it, it's a cute touch.

Apollo, N. Y.

"Cootie" Williams Orch (8) with Willis Jackson, Bob Merrell: Ida Jackson, Bob Merrell: Ida Jackson, Bros. (2), The Striders (4) Jimmie Smith, "Celina," Ford & Harris, "Spider" Bruce & Co.; "The Spiritualist" (EL),

With "Cootie" Williams' band and songstress Ida James topping the Apollo's bill this week the layout adds up to firstrate hot weather vaude fare. Well balanced session is rounded out with several standard comedy and dancing turns. most of which are doing repeats. Fronting a smaller unit than in his previous stint at this house. Williams leads his crew through a brisk opener paving the way for "Celina," a Latino dancer who arriskes her work with ample withing, bumps and grinds. Accompanied by two male bongo players, the buxom gai's efforts earn good return.

Made up of three rhythm, three brass and two reed, the band spoilights trumpeter Bob Merrell for an energetic vocal of a blues number. Particularly solid is Willis Jackson's tenor saxing in a long solo bit. Williams, per usual, registers in his trumpeting and the outfit clicks on the overall.

Miss James, who's played some of the

ters in his trumpeting and the outfit clicks on the overall.

Miss James, who's played some
of the better east side N. Y. supper clubs, uses her "baby" voice to
advantage on a trio of tunes. Pert
and slim, she's plenty coy on such
numbers as "Told You I Love You"
and "Try a Little Tenderness." Her
warbling rates salvos, but she
needs a fast rhythm song in her
present set to counteract all that
coyness.

Mayo Bros., ofays, have a smartly executed terp turn. Work in tanmayo Bros., Olays, nave a summer executed terp turn. Work in tan-dem and singly on a small plat-form and close snappily with chal-lenge stuff plus an acro bit for neat reception. The Striders are

a harmony quartet held over from last week's show. Boys net an okay response.

Jimmie Smith, garbed in top hat and tails, gets off three tunes on the vibes by banging the hammers with his feet. His is a unique turn that always scores. Ford & Harris are effective in their footwork, but their comedy is far too banal. House's standard comedy troupe, "Spider" Bruce & Co., wows 'em in a corny blackout.

Gib.

Miami, July 31.

Hi, Lo. Jack & the Dame, Fred
Lowery, Milt Ross, Barr & Estes.
Wayne Marlin Trio, Freddie Carlone House Orch.; "The Fountainhead" (WB).

There's a solid setup of vaude installed here this week. In top spot, Hi, Lo, Jack and the Dame, click in neat fashion with their specials on the old and new pops plus satires of radio commercials

installed here this week. In top spot, Hi, Lo, Jack and the Dame, click in neat fashion with their specials on the old and new pops plus satires of radio commercials for neat returns.

Fred Lowery, an annual here, sets himself solldly with the audience via his whistling and showmanship. Mixes pops, standards and operetta tunes, all done in virtuoso style to garner applause. New partner, Leslie Roberts, local songstress, who looks nifty and handles her vocals well, spells for Lowery competently.

Tecoff spot is a sock, with the Wayne Marlin Trio warming them fast via controlled acro-adagio stunts done to musical background. Offed to plenty plaudits.

Comedy dance work of Barr and Estes blend in nicely with the bill's ingredients. Milt Ross, young comic who has been plaving this area, comes up with the most improved act any young laughmaker has purveyed here in months. Presentation is slick and biglimey, with the lad setting up a series of vocals, patter and for the topper, "grand opera" lampooning that had them howling. Most of his stuff is fresh and original. Also handles emee chores in easy manner.

Freddie Carlone house orch backgrounds capably.

Lary.

National, L'ville

Frank Payne, Wally Dean,
Helene & Howard, June Jackson
Line (6), Tiny Thomale Orch (7):
"Time, Place and Girl" (WB) and
"Crazy House" (Indie).

"Crazy House" (Indie).

Current bill a neat one-hour vaude package of a briskly moving assortment of specialties.

June Jackson line opens, and offers three production numbers to good effect. "Louisiana Swamp Shuffle" has a Deep South set, with gals decked in tight-fitting dresses and twirling red handbags. Movements are slow-paced, but the femmes, mostly blonds and good lookers, have plenty appeal.

Frank Payne, m.c., indicates nightclub background. He is the first specialty turn, offering vocal impressions of radio singers, and soap opera satires. Guy has a pleasing pair of pipes.

Wally Dean, suave magician catches interest with a few neat cigaret stunts, following with the silks, eard tricks, diminishing cards, fanning the deck, etc. for nice mitting.

Helene and Howard on for some

cards, fanning the deck, etc. for nice mitting.

Helene and Howard on for some straight ballroom exhibition terps, promptly segue into comedy stuff. Femme is a petite miss, with a real dolled up in an exaggerated zot suit, and gal gets sock laughs with her skill at lossing him around. It's a sock turn that copped solid applaise.

a sock turn dat Coppelaise.
Closer, and third week at this house, is Doris King, songstress. Gives 'en some operatic stuff to open, an aria from 'La Traviata.' then back for nice piping of "Smoke Gets in Your Eyes," closing with "Night and Day." Wied.

Midwest Dates

Chicago, Aug. 2.

Marvin Himmel taking time off from booking duties at the Dave O'Malley office for stint at Turin Club, Sioux City, Aug. 5. Erwin Rose joined the Al Borde office Kentucky Club has the Duplicators. Pat MacCaffrey and Betty Chappell in current show, to be followed by Phil D'Rey and Rusty Fields Aug. 16. Elkhart, Ind. Four-Il Fair, Aug. 10, bringing in Lanny Ross. Nip Nelson, Smith & Allen. Carroll Sisters, Hank, the Mule and Billy Bishop orch Harmonicats headline at the Sioux Falls, S. D. fair week of Aug. 21. Bobby Breen does a swing of midwest dates teeing off at Grand theatre. Evansville, Ind., Aug. 3.

Hal Rawyin, dancing violinist, hits the outdoor circuit with seven weeks of Wisconsin and Minnesota fairs Glenn's Rendezvous, Newport, Ky., has set Gil Lamb, Judy Manners, and Stan Kramer Co. for Aug. 12 with Henny Youngman following in on Sept. 9.

Palace. N. Y.

Al & Comie Fanton, Canfield Smith, Angie Bond Trio, Ross Wyse, Jr. with Peggy Wymack, John & Rene Arnaut, Snaan Mi-ler, Don Cummings, St. Leon Tronpe (6), Don Albert Honse Orch; "The Big Cat" (EL) re-viewed in Variety, April 27, 49.

Current Palace layout is solid in the laugh department with half of the eight acts falling into a comedy classification. Show, however, isn't overboard in this direction since

the eight acts falling into a comedy classification. Show, however, isn't overboard in this direction since each of the four turns deliver with markedly distinct styles. Rest of the bill help round out another good vaude show, which is par for the Palace course.

Standout are Ross Wyse, Jr., in the number four spot, John & Rene Arnaut following, and Don Cummings, in next-to-closing, all socking home plenty of guffaws. Other comedy act, Canfield Smith, is reviewed under New Acts, along with Al and Connie Fanton, Angie Bond Trio and the St. Leon troupe.

Wyse, who formerly worked an acro-comedy routine with his parents, is, now aided by Peggy Womack, a brunet warbler and body whirler. Wyse mixes clever verbal byplay with firstrate knockabout, acrobaties for solid impact. Pair finishes strongly with execution of a difficult stunt, which previously is used for a series of hard falls. Vet team of John and Rene Arnaut work through their repertory with masterful timing. Starting out with their violin-dancing duct, they build rapidly with their refrige bird-whistling stint which is good for a cotinuous audience recovedy acts. Counting after the series of other councils acts.

rific bird-whistling stint which is good for a colinuous audience ripple.

Coming after the series of other comedy acts, Cunmings still garners plenty of yocks. He's doing an edited version of the full routine offered at the neighboring Strand in the latter's house's next-ol-ats stage show. Originally a rope-twirler, he is now getting top results with impression of a stewed radio announcer trying to fit into a girdle. It's a surefire low comedy howler.

a girdle. It's a surefire low comedy howler.

Susan Miller, statuesque blonde songstress, renders several current and old faves in okay style. Closing number, in which she uses a mirror to spotlight individuals in the audience, is an effective albeit familiar item which earns her nice applause.

Herm.

RKO-Orpheum, Mpls.

Minneapolis, June 30.
Berk & Hallon, The Chords (2).
Fanny & Kitty Watson, Bob Hammond Birds, Mack, Russ & Onen, Wally Brown, Dolinoff & Raya Sisters (4), Pat Ronney, Sr., Nick Francis House Orch (12); "Judge Steps Out" (RKO).

Vaudeville's return brought the Vaudeville's return brought the same hearty welcome here as else-where along the line. On a scorch-ing Thursday, a practically ca-pacity house was on hand for the 1 p.m. show, the first of the day's four. And every act evoked a tu-multuously enthusiastic reception from the 2,800-odd expectant and easer customers.

from the 2.800-odd expectant eager customers.

The way for the event had paved with tremendons pub paved with tremendons publicity and exploitation. Columnists and city editors had been most gener-ous in their cooperation to help put it over with the eclat and in a big way.

city editors had been most generous in their cooperation to help put it over with the eclat and in a big way.

While "old-timers," the middleaged and elderly for whom the occasion provided pleasant postalgia, predominated in the initial audience, the tecoff also brought out a considerable number of teenagers who, judging by the applause, whistling and laughter, found the entertainment dish very much to their liking. The younger generation joined their elders in acclaiming the talents of gray-haired Pat Rooney, Sr., and the veteran Watson Sisters.

The wisely assembled bill, providing diversified entertainment appealing to many tastes, gained in value through the work of Nick Francis orchestra conductor, in the pit, and the clock-like speed with which it was run off. The preliminaries, including the traller overture, "Strike Up the Band, lent appropriate impressiveness to the occasion, while the finish, which had Joan Edwards, of a famous vaudeville family, over from Club Carnival to bring on all the acts, also made for ceremony. It all added up to slick showmanship, From start to finish there was abundant evidence of audience appreciation. The difficult and unusual tap routines of the youthful Berk & Hallow were amply appleuded. Plenty of laughter was stirred up by the comic shenanigans of The Chords during their clever imitations of bands and instruments. The Walson Sisters had them in stitches with their conical-

The kiddles as well as their elders who had gone for The Chords in a big way, did likewise for Hammond's trained, cackatoos. The coincidy acrobatics of Mack,

New Acts

SUSAN WAYNE Songs 20 Mins.

Club Versailles, N. Y.
Miss Wayne is an attractive brunet out of Vienna by way of London "Oklahoma!" company. This

Club Versailles, N. Y.

Miss Wayne is an attractive brunet out of Vienna by way of London "Oklahoma!" company, This is her first time in America, and while a summer stopgap booking for Nick & Arnold at their class east 50th street bistro, it's a happy midriff choice.

For Miss Wayne it's an excellent showcase opportunity of which she should make much. On pertormance she does, She's a personable and fine-pitched soprano; what's more she doesn't use nor does she need the mike as a vocal crutch.

For a first-time-over she evidences her innate showmanship by running the gamut from the "Wien. Wien" entr'acte music to a Continental Cook's tour in song—Halian, French ("Place Pigalle") Hungarian, etc. Then the "Oklahoma!" medley, in light of her London seasoning, and the Cole Porter excerpt. "So in Love," from "Kiss Me Kate" among others.

On looks, the European flair and her basic vocal prowess Miss Wayne is a natural for the class

on looks, the European Hair and her basic vocal prowess Miss Wayne is a natural for the class cafes, and she doesn't disappoint on performance. She's OK for any rostrum work from vanders to production and a cinch, too, for any of the video guest shots. Abel.

CANFIELD SMITH Ventriloouist

CANFIELD SMITH
Ventriloquist
9 Mins; One
Palace, N. Y.
Canfield Smith has enough on
the ball to make his mark despite
the highly worked-over field of ventriloquism. Although relying on
many standard gags (such as the
dummy's crack to the audience not
to look a' Smith's lips', Smith also
demonst, ates several out-of-theway vocal tricks, together with
enough bright lines, for solid audieence impact.

enough bright thes, for soild sudi-ence impact.

Smith's top trick involves his sending of the dummy into a vio-lent crying spell with some highly skilfull voice projection. Puppet's personality is based on the stand-ard fresh-kid pattern, with the personality is based on the standard fresh-kid pattern, with the usual gags about women, dogs and being overworked. Dummy also is made to sing "On the Road to Mandalay" with surprising volume.

Herm.

THE MAXWELLS (2)
Acrobatic Comedians
10 Mins.
Stevens Hotel, Chicago
This is the first U. S. booking for
this team of deadpan acromedians
who deliver a sock balancing
routine—on ice skates. Australian
duo work in the current ice revue
here. With youths mounting on
each other's shoulders, the blades

Russ & Owen also generated much mirth. With Wally Brown following with his amusing monologue and songs, funny bones continued to be tickled. The novel dance act of the Dolinoff & Raya Sisters, with its macabre illusions, got heavy returns. The biggest ownion of all went to Pat Rooney. Sr. and old and young alike marvelled at the smooth adeptheses and agility of the 70-year old star during his soft shoe dances and Frisco imitation. His plea for vaudeville's support hit the bull's eye, too. All in all, a momentous and happy event.

Capitol, Wash.

Washington, July 28.
Dancing Duanus (2), Roy Dong-las, Yvette, 3 Nonchalants, Sam Jack Kaufman Honse Orch with Bob Knight; "In Good Old Sum-mertime" (M.G).

mertime" (M-G).

Capitol lineup follows the same smooth format which has been clicking here in recent weeks. Hot weather audiences go for it in a big way, cheering on every act, including the overture, which features a steel guitar solo by Bob Knight, popular maestro from the 2400 hotel.

Headliner on marquee and with payees, is blonde, beanteons Yvette, who garnered more enhusiasms than any chantoosey has rated here this season. Gal has class, style, and a way with a time that is strictly topdrawer. Opens with "Riders in the Sky" goes on to "Again," with marked blues effects, and then to "Highland Fling." Winds with "South Pacific" medley, tossed off with comply and enthusiasm. to almost slop the Roy Douglas has a ventro act.

enthusiasm. to almost stop the show.

Roy Donglas has a ventro act, highlighted by duet with the dummy, on "Old Gang of Mine." Effect displays good technique. Some of the gags are on the tired side, but voice projection and illusion is solid.

Dancing Duanos make effective curtain raisers in a sophisticated ballroom terp routine. Bringing

make for unsure footing. Work on the ice also allows several unusual

tricks.

Boff climax is the climbing of wicker baskets six high atop of understander with partner breaking from a 15-foot drop to ice and rolling off. Team should be a natural for television, stage, and better rooms—with or without the blades.

ANGIE BOND TRIO
Instrumental-Vocal
9 Mins.; Two
Palace, N. Y.
Angie Bond Trio, who have been around in New York cocktail lounges, have fair impact on the vaude stage. Comprising plano, bass and accordion, femme combo dish up a variety of instrumental and vocal numbers in okay, if not standout style. Their Instrumentation is far superior to the warbling, which is spotty in quality.

warbling, when is spess, quality.
Gals impress strongest with a hot chile number which should be reserved for their closing bit. Instead, they boy off with a piano solo on a Bach toccato which is okay, but too much on the high-brow side for a vaude house.

Herm.

AI. & CONNIE FANTON
Dancing
8 Mins; Two
Palaee, N. Y.
Al & Connie Fanton are young
goodlooking pair of hoofers with a
nice change of pace. Opening
number is an unusual attempt at
mixing a juggling routine with
their taps and it comes off successfully. Rest of their stints, however, while executed flashilly, are
more conventionally grooved.
Pair race through a samba and
itterbug number, topping off with
a couple of intricate solo turns and
some acro jumps. Juey are suit-

some acro jumps. They are suitable for minor spotting in vaude bills.

Herm. bills.

ST. LEON TROUPE (6)

ST. LEON TROUPE (6)
Acrobatic
8 Mins.; Full
Palace, N. Y.
St. Leon Troupe (6) comprise an
expert group of teeterboard specialists. It's a circus turn that'll
serve as a good opener or closer
to any vaude bill. Strong part of It's acree as a gooto any vaude I this act is the spins made betterby s act is the series of precar ns made by this sextet off terboard.

teeterboard.

Divided into jumpers and catchers, members of the team are catapulted off the boards, ending in risky handstands. One jumper does a triple spin across the stage landing upright in the chair resting on another man's shoulders. It's a snappy and spectacular Item.

Herm.

down the curtain are the Non-chalants, trio of comic-acros, who are welcomed back, after a four-year hiatus, with plenty of salvos. Accent is on gags and comedy, but there's a good share of hep acro stunts, too. Walk off to solid mitt action.

Hippodrome, Balto.

Baltimore, July 30.
Max & Gang, Ruth & Tommy Raf-Jerty, Kate Murtah, Dick Buckley, Jack Powell, Peggy Taylor & Co. (3). Eddie White, The Herrogs (3). Jo Lombardi House Orch (12); "The Lucky Stiff" (UA).

Mainly sparked by singles (there

Mainly sparked by singles (there are four in the eight-act lineup) this bill Is nevertheless heavy on versatility and coinedy.

Max and his gang provides a snappy getaway with the somersaulting dog, a standout among the assorted pooches. Pace holds with Ruth and Tommy Rafferty in the deuce providing practiced comedy hoofing and setting spot for Kate Murtah to follow with her comedy singing. Previously caught here in trio with her sisters, she makes her solo spot stand up on own with in trio with her sisters, she makes her solo spot stand up on own with broad clowning and grotesque gesturing to point vocal impressions. Dirk Buckley is next and has a field day with his assembled audience stooges who mouth the Amos 'n' Andy routine. Concluding hat switching business keeps the laff score up for a solid getaway.

Jack Powell in slick drumming all around the stage is anotherhighlight after which Peggy Taylor and her two male partners whack

nighting after which Peggy Taylor and her two male partners whack out a flashy three-way adagio routine to good effect. Eddie White scores in comedy and songs routine. He's a practiced comic and whacks out a show-stopping interlude.

lude.
The Herzogs provide a flashy clincher. Femme trapeze workers are at home on the swinging bar and bit of inviting plant from audicince to have a go at the swing adds

enty of laughs. Biz good.

See Spotty Road Biz This Fall; Farm Areas OK, Mill Towns NSG

Boxoffice prospects for the road this fall are a matter of more than usual speculation among managers. In general, it's figured that the spotty conditions prevalent last spring may be intensified. Various local and regional factors may alter the overall picture.

If recent trends continue, there may be ample business in the agricultural areas and the large cities dependent on them, where the

dependent on them, where the seven-year boom shows no sign of tapering off. But conditions are expected to deteriorate further in the Industrial towns, particularly in New England. With the col-

expected to deferiorate further in the Industrial towns, particularly in New England. With the collaspe of the warm-boom industries, economic conditions have been worsening, with unemployment becoming widespread.

Despite the mass impact of radio and, to a limited degree as yet, television, it still takes a comparatively long time for the road public to become—aware—of—legit—hits. Whereas on Broadway the newest clicks almost always have the greatest draw, out of town an established reputation, and if possible also a name heading the cast is essential for a large b.o. pull.

That was illustrated to a considerable extent recently, when the managements of six Broadway hits offered tickets for sale through a Trenton department store. Of the six plays, the two previous season holdovers far outdrew the four new clicks. In fact, one holdover outsold all four new entries combined.

holdovers to some holdover out-sold all four new entries combined. Since the four new shows offered nore and just as big marquee names as the holdovers, it was evi-dent that Trenton playgoers were not yet aware of the current-season successes.

Indications are that there will be a relatively strong lineup of louring productions this season. Besides those already playing out of town, the road prospects include "Anne of the Thousand Days." Goodbye, My Faney," "Madwoman of Chaillot," "Two Blind Mice." "Private Lives," second companies of "Death of a Salesman" and "Detective Story." possibly "Where's Charley?" and "Lend an Ear" by next spring, and such current layoffs as "High Button Shoes." "Finian's Rainbow" and the perennial "Oklahoma!" There will probably be tryout tours by most of the incoming Broadway productions, although except for some of the Theatre Guild entries, they will generally Indications are that there will

except for some of the Theatre Guild entries, they will generally play only Boston, Philadelphia and New Haven.

CATHOLIC U. GRADS FORM ROAD TROUPE

New and unique legit touring outfit is about to be launched here by a group of recent graduates of Catholic U.'s Speech and Drama department. Incorporated into a non-profit outfit called University Players, group is raising its own nut by subscription and going out on its own.

on its own.

Walter Kerr, school's playwrightdirector, is skedded to take time
out from production chores on his
forthcoming George Abbott musical. "Thank You, Just Looking," to
direct "Much Ado About Nothing"
for the newly formed group.
Players plan a five-month tour
in late September through the colleges, high schools and convenience.

leges, high schools and community theatres in the northeastern sec-tion of the country.

Lynn's Switcheroo In 'Philly Story' Strawhat

Boston, Aug. 2.

Jeffrey Lynn, film actor co-starring in summer stock with Sarah Churchill, daughter of the former Prime Minister, is convinced that legit thesping is valuable to Hollywood players only if they do considerable experimentation to broaden their experience. Putting the theory to the test, Lynn is alternating in the two chief male roles in "Philadelphia Story."

Previously playing the part of

ternating in the two chief male roles in "Philadelphia Story."
Previously playing the part of Dexter in the legiter, Lynn took over the role of Mike both here and in Norwich, Conn. When the company reaches Wellesley, he will revert to Dexter. Blur version was played by Cary Grant while Jimmy Stewart had the part of Mike.

For 1949-50 Season

Ballet Russe de Monte Carlo, which will open its fall season in N. Y. at the Metropolitan Opera N. Y. at the Metropolitan Opera House Sept. 16, playing till Oct. 2, has already booked its 1949-50 touring schedule with exception of dates. Tour will cover about

cities.

Booker David Libidins reports outright sales to be twice that of last year. These outright sales, about 30 dates, are mostly one nighters, the Ballet Russe refusing to sell outright in big cities where they play a week or half-week, preferring to play preparate. ferring to play percentage. Troupe has several dates with symphony nas several dates with symphony orchestras, including Minneapolis, Cincinnati, New Orleans and National Washington, D. C.), and also has several dates on the Community and Civic series of Columbia Artists Mgt. and National Concert

to lift its ban against Equity members appearing with experimental theatre groups not contracted by the union was discussed at Equity's the union was discussed at Equity's council meeting yesterday 'Tues.) and was reacted upon sympathetically. Council, however, referred the case to a factfinding committee comprised of reps of all theatrical craft unions. The committee will try to decide on "relaxed contracts" for negotiations with off-broadway enterprises. The league, recently formed by five local non-commercial companies, was noti-

commercial companies, was noti-fied of the ban last Thursday (28). Claiming that key roles in the present productions of all five groups were being undertaken by Equity actors, the League sent a letter to Angus Dungan association. Equity actors, the League sent a letter to Angus Duncan, associate executive secretary of Equity, stating that withdrawal of the union members would terminate all current off-Broadway activity. The letter also suggested that a joint board of representatives from the league and Equity be established to study the problem of creating a contract between the two organizations.

contract between the precipitating factor for the contract between th being the precipitating tactor to the Off-Broadway theatre move-

Groups included in the league are the Interplayers, Off Broad-way, Inc., Peoples Drama, Studio 7 and We Present.

Writers, Producers To N.Y. to Huddle 'Guys'

N.Y. to Huddle 'Guys'

Frank Loesser and Jo Swerling, who have been collaborating on who have been collaborating on the month with coproducer Ernest Martin. After several weeks in New York, during which they'll huddle with coproducer Cy Fener, and Swerling will familiarize himself with the background of Damon Runyon, whose characters will be the basis of the show, Loesser, Swerling and Martin will return to Hollywood to complete the writing. Feuer will remain east to handle business ends of the deal and do preliminary casting. Rehearsals are expected to start in October, when all four are in New York.

Feuer and Martin, in association with Gwen Rickard 'Mrs. Bolger, are producers of the current Broadway nuisical hit. 'Where's Charley?'', starring Ray Bolger and for which Loesser wrote the nuisic.

Kettering's Play

Chicago, Aug. 2.

William B. Davis, architect of California theatres and quondam pic producer, has taken an option on Ralph Kettering's play, "Maupassant," for New York production in Qctober. The play, which covers the last 11 months in the life of Guy de Maupassant is a romantically spiced biography. Davis is now in Hollywood looking for a name. He wants to cast the play there if possible.

for a name. He wants to cast the play there if possible.

He may give it some trial bookings on the Coast before heading

Off-B'way Groups Winning Wider

out of their nebulous existence and establishing themselves as an integral part of New York's theand establishing themselves as an and establishing themselves as an establishing themselves as and establishing themselves as an establishing themselves as an establishing themselves as an establishing themselves as an establishing themselves are and establishing themselves as an establishing themselves as an establishing themselves as an establishing themselves are and establishing themselves are activity. Daily newspaper coverage of these outfits is more extensive today than ever before, with either first or second stringers activity. Daily newspaper coverage of these outfits is more extensive today than every before, with either first or second stringers activity. Daily newspaper coverage of these outfits is more extensive today than every establishing themselves are activity. Daily newspaper coverage of these outfits is more extensive today than ear establishing themselves are ac

review at all."

Five of the experimental groups recently banded together as the Off-Broadway Theatre League in an effort to strengthen their position and also to try to increase their audiences. These groups all began their current operation this summer. The five outfits are the most prominent of the off-Broadway theatres, including Studio 7, the Interplayers. Off-Broadway. the Interplayers, Off-Broadway, Inc., Peoples Drama and We Present. All the groups work on a weekly budget and on a cooperative weekly dividends, but any profits at the end of the season are equally divided. Initial financing for most of the groups was secured by subscriptions.

by subscriptions.

Average weekly budget for the groups runs from around \$650 to \$1,000. Off-Broadway. Inc.. operates on a weekly budget of \$750, Its first production. 'Yes Is for a Very Young Man,'' ran seven weeks at a total expenditure of \$4,900. The first week's take was \$1,800 and the following week brought in \$1200. Remaining five weeks. \$1,200. Remaining five weeks averaged about \$800, bringing the total close to \$7,000.

total close to \$7.000.

The Off - Broadway Theatre League held its second meeting last Thursday (28) and appointed committees that will endeavor to establish permanent membership, improve ticket distribution methods and find a permanent theatre or theatres for the organization. Al Ilurwitz, of Studio 7, Louis Criss, of the Interplayers, and Merle Debuskey, of Off-Broadway, Inc., were assigned to visit local schools to try to establish a cooperative system for offering tickets to students for all productions presented by groups in the league. Lee Nemetz, of Peoples Drama, and Mel Goldblatt, of the Interplayers, will look for available. Drains, and Mel Goldblatt, of the Interplayers, will look for avail-able theatres in the fall. Gene Wolsk, of Studio 7, and Bob Fuller, of We Present, comprise the or-ganizational committee.

The league, open to other off-Broadway theatre groups, marks the first concerted effort by ex-perimental theatre groups in New York to collaborate and campaign to acquaint the public with its achievements.

Woolley in 24-Week Tour With 'Dinner'

Saratoga, N. Y., Aug. 2.

Monly Woolley, who on Monday (1) was honored by Saratoga with a "Day," is set to begin a 24-week tour of "The Man Who Came to Dinner" in Buffalo latter part of October under management of Laughing Stock Co.
The Laughing Stock Co. Inc. has been chartered to produce the atrical, musical and other shows with offices in New York. Capital stock is 200 shares, no par value.
Directors are Robert A Bernstein, Vickie Kanner, Stewart Meyers:

Dinner in Buffalo lauter part of October under under unanagement of George S Kanfaman, Kaufman and Moss Hart wrote the comedy in which Woolley in the Woolley in which Woolley in the Woolley in the Woolley friend. Former Mayor Clarence H. Knapp.

Woolley has his home bere

Woolley has his home here.

Ann Harding's 10G, Kay Francis' 9G Spark Okay Grosses in Strawhats

in October. The play, whichers the last 11 months in the of Guy de Maupassant, is a santically spiced biography, is is now in Hollywood looking a name. He wants to cast the / there if possible. e may give it some trial books on the Coast before heading.

FB'way Groups

Winning Wider

Pro Recognition

G. Broadway groups are coving to Good and the Maurically spice of "Tide". The play will be put on a the Falmouth playhouse the following week. "Tide" completes its London engagement saturday (6).

Kay Francis-Gay'

Kay Francis-'Gay

Washington, Aug. 2.
Despite the terrific heat, Kay
Francis in "Let Us Be Gay"—clicked
at Olney theatre to the tune of
\$9,000, out of a possible \$11,000.
Solid take due almost completely
to popularity of the star, since the
dated opus was panned by local
crix

Ruth Chatterton, current in Lovers and Friends," aroused lit-

tle advance interest.

Basil Rathbone and Erin O'Brien
Moore check in tomorrow for a
week's rehearsal of "The Heiress," which opens here Aug. 9

Heat Dents Bucks County

Heat Dents Bucks County
New Hope, Pa. Aug. 2.
Prolonged heat wave dented
Bucks County Playhouse slightly
last week when Haila Stoddard and
Mary Wickes costarred in "The
Torch - Bearers." Week before
Ernest Truex, in "Ah, Wilderness!"
hit SRO every evening performance. Advance sale for current week, Walter Slezak in
"Laburnum Grove," has been
slowed by meteoric mercury readings.

"The Torch-Bearers," George
Kelly's oldie, proved noonlag with

"The Torch-Bearers," George Kelly's oldie, proved popular with customers. Cast Included Jessie Busley, Henry Jones, John Harvey, Jared Reed and Ruth White. Robert Caldwell staged.

John Carradine and Marget Phillips, in "The Heiress," Aug. 8, and "Three Men on a Horse," with Henry Jones and Sara Seegar, Aug. 15, will follow.

Dowling's D. C. Spiel

Mashington. Aug. 2.

Eddie Dowling combined his week's stint in "Time of Your Life" at Meridian Hill theatre with a personal campaign for the return of legit to the nation's capital. Actor each night, in a curtain speech, dished out five minutes of human philosophy, a prayer for the future, a plca for retival of the living theatre in Washington.

in the nation's young, plus a plug for revival of the living theatre in Washington.

Final performance of show past Sunday (31) was hypoed by presence of Congressional celebs and Equity prexy Clarence Derwent, with later taking a bow. Preceding the show, a newly formed group tabbed Civic-Labor Committee in Support of the Living Theatre in Washington tossed a party at which Derwent, Elmer Rice and Betty Field made pitches for the cause. General theme was establishment of a national theatre.

Dowling in "Time" brought bo. Spurt to Meridian Hill with solid \$7.500 at \$3.60 top. Group operates under heavy nut, however, and anything short of capacity is tough to take. Top gross would be about \$10.500.

to take. \$10.500.

Chi's Chevy Chase \$6,700

Chi's Chevy Chase \$6.700

Chicago, Aug. 2.

Chevy Chase theatre did especially well last week with NinaFoch in Light Up the Sky." which
grossed an estimated \$6.700.

House had an extra matinee to
accommodate the heavy business,
and was completely sold out for
four performances at \$3 top. Marshall Migatz, producer, is bringing
back the production as the ninth
and final offering of the season.

Terrell's "Circus" Checking

Terrell's "Circus" Checking
Lambertville, N. J., Aug. 2.
Music Circus' arena-style operetlas under canvas has definitely
clicked with the pewholders. St.
John Terrell has had to add extra
chairs and bleachers the past fortnight bringing capacity over 750.
Biggest grosser to date has been
second bill, "Naughty Marietta"
cluly, 19-24; with an estimated
\$8,000. Last week's "Rosalinda"

was slightly under that. "Vagabond King." opening tonight (2), has strong advance; \$2.40 top weekdays, \$3 weekend, \$2.40 top weekdays, \$3 weekend, \$2.40 top 1.00 to 1

Falmouth's Big Tix Demand

Falmouth's Big Tix Demand
Boston, Aug. 2.
The terrif demand for tickets at
the Falmouth, (Mass.) Playhouse for
the remaining schedule of attractions has been so great that an extra matinee has been added to each
week's schedule.
Capacity biz is being done for
such stars as Joan Blondell, Paul
Lukas, Helen Hayes, Gertrude and
Sarah Churchill and Jeffrey Lynn.

Boston Troupe Solid
Boston Aug. 2.

Boston Summer Theatre currently enjoying its greatest season, with solid grosses reported for its first four productions.

Biz has grown progressively better each week with the fourth production. Biz has grown progressively better each week with the fourth production. "Philadelphia Story" co-starring Sarah Churchill and Jerfrey Lynn, smashing all existing house records with a sock \$14000 during the week of July 25.

Teeing off the new scason July 4 with a new revue. "Pretty Penny" the house grossed a neat \$10,500 and upped that figure the next week, with Ann Harding's appearance in "Yes, My Darling Dangiter" netting a solid \$11,000. Third week, with Kay Francis in "Let Us Be Gay," \$12,000.

Susan Peters, current in "Barretts of Wimpole St." is shaping solid.

Mady Christians 'Wife' \$5,300 Stockbridge, Mass., Aug. 2. Berkshire playhouse here took in a capacity gross of \$5,300 last week with Mady Christians in St. John Ervine's 'Robert's Wife.'' Current is the package bill, 'The Medium'' and ''The Telephone.''

Medium" and "The Telephone."

A. C.'s Ocean Theatre Flops Out Allantic City, Aug. 2.

After a hectic week, the Ocean theatre on Steel Pier closed following the final performance of "The Glass Menagerie" Sunday night (31). The fold is "pending reorganization," a spokesman for Robert S. Courtney, its producer, explained. George Hamid, Sr., who operates the pier, said Sunday that the future of the theatre would be decided this week.

It is no secret that Susan Peters, in "Menagerie," did poor biz.

At the opening performance last Tuesday night (26), an audience awaiting the 9 o'clock curtain was informed that the show would be delayed. It was, until midnight, Edwin Wyle. Courtney's general manager, announced the delay was due to the late arrival of scenery from New York. Payees had the choice of getting their money back, getting tickets for a later show, or seeing the Steel Picr's other attractions. Most of them got their noney back.

It was Hamid who finally signed

seeing the Steel Pices outcomessions. Most of them got their noney back.

It was Hamid who finally signed the bond demanded by Equity.

To cap it all, matters came to such a head by Sunday night that Miss Peters stepped out of the show allogether and Terry Clemes, member of the Dramateurs, local little theatre group, played her last two shows.

Stepping out of the show also at the same time was Robert Queeny his place being taken by Harvey Mitchell, another Dramateur.

Calls Off Eastern 'Strings'
La Jolla, Cal., Aug. 2.
Sam Rosen Is not satisfied with
"Arrangement for Strings" in its
present form, and has called of
scheduled pre-Broadway tour in
east, "Arrangement," a mystery
melodrama, was to have opened
Aug. 8 for a week at John Drew
theatre. Easthampton, L. I., then
was to have gone on two-week tour
before opening in N. Y. Rosen, coauthor with Michael Claxton Hutton, and director, will call in a play
doctor.

ton, and director, will call in a prodoctor.

Anne Revere, "Arrangement" star (Rosen's wife), will go to Easthampton instead to do "Ladies In Retirement" J. M. Kerrigan will stay in La Jolla for "Arms and the Man." starring Richard Baschard week of Aug. 16. Others in "Arrangement" cast were Tom Ilelmore and Mary Drayton.

N. Y. LAW KEY TO 'BUYS' RETURN

Howard Awards to Dramatists Guild STRONG FACTOR To Bankroll Promising Playwrights IN 75-CENT LIMIT

Sidney Howard awards for this year and next, amounting to \$3.000 in all, will be given to the Dramatist Guild to be used to "develop opportunities for young playwrights." The awards, in memory of the late Sidney Howard, are made annually by the Playwrights." Co., of which the late author was a charter member.

Guild committee, under the chairmanship of Howard Lindsay, will select not more than 30 "unexablished" playwrights (that is, ones who have had at least one professional production or had a script optioned for production.). Information would be supplied regarding opportunities for strawhat, college and little theatre production; group meetings and seminars would be agranged with name authors; admission would be arranged for previews, dress rehearsals and performances of Broadway shows, and craft lectures would be sponsored.

The Playwrights' Co. made no

shows, and craft rectures apponsored.

The Playwrights Co. made no award last season, but previous awards went to Robert Ardrey, the Authors League Fund for financial assistance of needy young dramatists, to the New School for the production of Dan James Winter Soldiers," to Tennessee Williams, and jointly to Garson Arthur Laurents. Williams, and jointly to C Kanin and Arthur Laurents.

Hildegarde's Fancy Chapeau (Strawhat) Takings and Bookings Princeton, N. J., Aug. 2.

Hildegarde is due here at the McCarter theatre for another one-McCarter theatre for another one-woman strawhat show on the strength of her click at the North-shore Playhouse, Marblehead, Mass., when, at 60-40, she came out with \$6,000 for her end. The nitery chanteuse does a whole eve-ning's reue, backed by her own orchestra (Salvatore Gloe), repris-ling the entire format of her Per-sian Room routine, including roses to the audiences, etc., etc.

Songstress is at the Piping Rock.

Songstress is at the Piping Nock. Saratoga, this and next week before resuming her strawhat tour. Click in the summer stocks has caused her to cancel the projected tour she and her manager. Anna Sosenko, had in mind later this month. Besides, there are a number of TV bids pending.

'SALESMAN' SELLS SELF IN LONDON DEBUT

London, Aug. 2.

Hailed by both public and press.
"Death of a Salesman." which opened at the Phoenix Thursday (28), should repeat its Broadway aucress. Paul Muni in the title role dominates the proceedings with a magnificent performance. Notable support is rendered by Kevin McCarthy and Katharine Alexander, with remainder of the cast also turning in outstanding portrayals. Show stands out as the most powerful dramatic fare currently being offered in West End theatres.

Elia Kazan and Jo Mielziner who

Elia Razan and Jo Mielziner, who Elia Razan and Jo Mielziner, who respectively staged and designed the sets for the Broadway production, successfully repeated their chores for the London offering. Tennent Productions, by arrangement with Kermit Bloomgarden and Walter Fried, is presenting the play. Cast took 15 curtain calls opening night with Muni gracefully bowing out on the audience's clamor for a curtain speech.

Lambs' Wash Sunday

The Lambs Club holds its annual Wash this Sunday (7) at the Percy Williams Home, East Islip.

Collies for the event are Joe Laurie, Jr., Myron P. Kirk, Ken Kling and Mickey Alpert,

Steam Shovel Trade

Excavation and construction work on the widening of west 45th street, New York, be-tween Broadway and 8th ave-nue, was interrupted last Wednesday afternoon 127) only Wednesday afternoon (27) only after the managements of shows playing theatres in the block complained to municipal authorities. Until then, public officials and contractors apparently hadn't thought of how the poles and wheatten might be poles. parently hadn't thought of how the noice and vibration might disturb playgoers at "Death of a Salesman" and "Miss Lib-erty," as well as the film, "Red, Shoes."

With vehicular traffic in the With venicular traffic in the block closed to the public, one legit manager notes that prac-tically the only way carriage trade can reach the theatre is in bulldozers and steam shovels.

'Detective' Personnel Get Week's Pay For Par's 1-Day Filming

All the legit unions have stepped in to insist on extra payment for Paramount's filming of a special performance next week of "Delec-tive Story," at the Hudson theatre, performance next week of "Detective Story," at the Hudson theatre, N. Y. Stagehands, managers, pressagent, wardrobe attendants, doormen, porters and the entire backstage crew will receive a full week's pay for the single day's shooting. This is in line with the standard Actors Equity regulation that the cast must be paid a week's salary for each day's shooting.

Demand for pay for the filming was made by the Theatrical Fact Finding Committee, representing all the legit craft unions, after a meeting Monday (1). Only box office men and ushers, who will not be required for the special performance, will fail to get the extra coin.

formance, will fail to get the extra coin.

Herman Bernstein, business manager for producers Howard Lindsay & Russel Crouse, presenters of the Sidney Kingsley melodrama, will arrange actual terms of the pay to the show personnel. Money will be paid by Paramount, which is making the film as a guide in preparing the screen version, the rights to which it bought last week.

"Detective Story" is the first Broadway show filmed for use by Hollywood in preparing a screen adaptation. Such a procedure was proposed by Columbia after it bought the rights to "Born Yesterday," but the project was dropped after the cast insisted on higher pay. Metro made a sound track of an actual "Philadelphia Story" performance, using it in readying the pay wat the pay. an actual Prinadelphia story per-formance, using it in readying the pic version of the play. And there were silent films made of several plays some years ago.

CAROL STONE AWARDED \$750 IN 'SHOES' BILLING

Carol Stone, who played the femme lead in "High Button Shoes" for the last 13 weeks of the Broadway run, won an award of \$750 from producer Joseph Kipness for contract violation. The ness for contract violation. The amount was a compromise reached at an informal hearing catted by Actors Equity, at which company manager lack Small, an employee of the Shuberts, represented the management and Miss Stone was represented by minion associate executive-secretary.

When the actress signed to go When the actress signed to go into the musical, succeeding Joan Roberts, she was guaranteed costar billing with Phil Silvers. However, she never received it, despite repeated protest by Equity. Her last previous Broadway appearance was earlier in the season, as featured femme load opnosite Paul Muni, in John Golden's revival of "They Knew What They Wanted."

Possible return to the old sys tem of broker "buys" of tickets for Broadway shows apparently hinges on the state business law. Also, there may be a factor of enforcement by the League of N. Y. Theatres, in cooperation with Actors Equity. Both rules would presumably apply to vaudeville presentations in legit theatres as well as regular legit shows.

The state law figures in the situ-The state law ngures in the student because it specifically limits broker-fees-to-75c per ticket, and it's inherent in the "buy" system that agencies be able to charge higher prices on tickets for hit shows in order to offset losses from their commitments for flops. from their commitments for flops. In other words, if a broker makes a "buy" on a show that subsequently turns out to be a flop he's stuck for the duration of the deal. The only way he stands to recoup the loss is by making an exceptional profit from his "buy" on a play that turns out to be a hit. But if he's limited to a 75c fee, he can't make the extra profit from the hit.

the hit.

Therefore, unless the state law were amended to lift the 75c limit, a return of the "buy" system would leave brokers holding the bag. That is why they have generally expressed opposition to a resumption of the old "buy" setup. As it is, they're able to get ticket allotments on assignment, with the return privilege, so they don't have to gamble. But under a "buy" system, with a 75c limit, they wouldn't even have a gamble. They could lose, but couldn't win.

Code Expires Aug. 31

Code Expires Aug. 31

The present code expires Aug. 31, but League officials believe they could enforce its terms thereafter, even if it isn't extended. They point out that although Michael Todd has announced he will make "buys." for his presentation of his "Two-a-Day" at the Winter Garden, he cannot do so because the theatre is operated by the Shuberts, who are members of the League. Billy Rose, who owns the Ziegfeld theatre, where the "Blackouts" vaude will open Sept. 6, might resign from the League and thus be entitled to take "buys" for that show, but League members believe the organization could prevent him from extending the system to legit the present the Perese. ganization could prevent nim from extending the system to legit shows at the house. Both Rose and Todd have announced their intention of having "buys" for their shows.

their shows.

New York City commissioner of investigations John M. Murtagh, who is conducting a probe of ticket speculating, said yesterday (Tues.) that he is not particularly interested in the question of broker 'buys." His primary concern, he indicated, is whether the law is being observed. That is, he intends continuing his efforts to check on broker observance of the 75c limit and other aspects of the law.

Others in the trade express

Others in the trade express doubt that, even if the state law could be changed to cover "buys," such a thing would improve the trade of the country of the point out that such a thing would improve the situation. They point out that "buys" would not increase the supply of tickets for top hits nor make brokers any less anxious to obtain more than their regular allotment of desirable seats. "Diggers" were active long before the code ontlawed "buys," and the payment of "ice" also was prevalent in the days of "buys."

391G to the Needy

A total of \$391,323 in spot emergency relief to show people has been dishursed by the Stage Re-lief Fund in its 17 years of opera-

Of that sum, \$22,210 has been reof that stin, \$22210 has been re-funded by the onetime needy. The organization's largest revenue comes from benefit performances given by Broadway hits.

'Ice' Setup Practically Disappears **But Murtagh Thinks It Temporary**; Scalper Prices Reported Sky-High

R&H Concert Nite
As it did last summer, the Stadium concerts will close its season at Lewisolm Stadium, N. Y., Ang. dium concerts will close its season at Lewisolm Stadium, N. Y., Aug. 13, with a Bodgers-Hammerstein Night, Salvatore Dell 'Isola, who batons for "South Pacific" at the Majestic, N.Y., will make his Stadium debut as conductor, Soloists will be Annamary Dickey, Gladys Swarthout, Thomas Hayward and Robert Weede, There will also be a chorus of 40 under direction of Crane Calder.

Program will consist of about a half dozen songs or numbers each from "Allegro," (Carousel, "Oklahoma!," "South Pacific" and the film "State Fair."

Audience Escorts Cast to Subway To Crimp Hoodlums

Crimp Hoodlums

An aroused andience attending the off-Broadway presentation of John Wexley's "They Shall Not Die," stayed on after the Sunday (31) evening performance to escort the cast to the nearby 8th avenue subway, N.Y. In announcing replacements for certain members of the cast, the management informed the audience that they were unable to appear due to injuries suffered at the hands of a "gang of hood-lums" July 26. The management also made known that the members of the cast had been attacked once before and both times the gang voiced anti-Negro epithets.

The Wexley work, being offered by Peoples Drama at the Yugoslav-American Hall, on West 43rd street deals with the Scottsboro case and uses a mixed cast. Since last Wednesday (27) the group has been given police protection, though members of the gang still hang around the theatre irvimidating the cast. Two men, identified by members of the group as being involved in the beatings, were arrested and charged, with felonious as-

wolved in the beatings, were arrest-ed and charged with felonious as-sault. A third was arrested in a courtroom when he came to witness the arraignment of the two men. The accused, identified as Peter Piro, Clement Felligra and Salva-ters. Parieta arrest too hail large tore Daziano, are out on bail. Irv-ing Pakewitz, Lee Nemetz and Monroe Classon were the actors

beaten.
In addition to members of Peoples Drama, a committee comprised of representatives of "Detective Story," 'Death of a Salesman" and "Mr. Roberts" protested to Acting Mayor Vincent Impellitteri Monday (1). Impellitteri promised to investigate the complaint and pledge decorption in preventing any

vestigate the complaint and piedged cooperation in preventing any further atlacks.

Group was scheduled to end the run of "Die" Sunday (31), but in defiance decided to continue another week.

'MISTAKEN IDENTITY' DETAINED DERWENT

A case of mistaken identity is the latest excuse offered by Im-migration authorities in regard to the latest excuse offered by Immigration authorities in regard to the six-hour detention and questioning of Clarence Derwent. Actors Equity president, two weeks ago at LaGuardia airport, N. Y. Derwent, who attended a special reception in Washington Sunday (24) for the Meridian Hill Park theatre festival, visited the Immigration office there before returning home the following day.

Derwent was told by officials at the Immigration office that his detention at LaGuardia was due to the authorities at the field confusing him with somebody they had heen alerted to hold for questioning. Derwent, however, expects a letter from the himigration Dept. slater this week giving him a clean bill of health.

As a result of the continuing ticket probe by New York City Commissioner of Investigation City Commissioner of Investigation John M. Murtagh, payment of "ice" by brokers to boxoffice men appears to have all but disappeared. Ticket speculation has also decreased sharply, although scalper prices have reportedly risen.

Those developments were more or less expected if the investigation were vigorously carried out.

Those developments were more or less expected if the investigation were vigorously carried out. However, Murtagh himself believes that such manifestations are purely temporary and that, if his probe were to end now, the same old conditions would quickly reappear in as flagrant degree as before. Although practically no one ever admits first-hand knowledge of 'ice' payment, it's understood that the practice is at a virtual standstill. Murtagh plainly means to push his inquiry to the limit, and the city administration shows every sign of backing him up, even to the extent of recommending legislation to heense boxoffice men. So brokers are leary about paying 'ice' and treasurers aren't eager to take it.

As for the scalper trade, the

and treasurers aren't eager to take it.

As for the scalper trade, the probe has put 16 smaller agencies out of business, including several admittedly guilty of oversharging. Some are obviously operating cautiously and others, generally the unilcensed "sidewalk" ones, have run to cover or are doing only a trickle of business. As a result, most of the tickets for top hits are being sold at legitimate prices. so there are few available for last-minute sale to clients who demand them regardless of price. With the supply thus strictly limited and the risks great, prices have rocketed. Bitterness Increases All those developments have increased bitterness in some legit circles against the commissioner. Not only are the brokers and (Continued on page 50)

'Philadelphia Story' Set For London November Bow by Henry Sherek

Bow by Henry Sherek
London, July 26.
Henry Sherek has acquired the
English rights to Philip Barry's
"The Philadelphla Story" which he
will stage in the West End end of
November, with Margaret Leighton likely to star.

Meanwhile Sherek has set two
plays to be staged, each for one
week, at the Edinburgh Festival
starting Aug. 21. First will be T.
S. Eliot's "The Cocktail Party,"
starring Alec Guinness, Robert
Flemping, Cathleen Nesbitt, Ursula
Jeans and Irene Worth, The second is a new play by actor-playwight Peter Ustinov titled "The
Man in the Raincoat."

'SUGAR HILL' SET TO OPEN IN CHICAGO

Hollywood, Aug. 2

"Sugar Hill," all-colored revue at the Las Palmas theatre here, will open at the Great Northern theatre, Chicago, on Labor Day, Sept. 5. Show closes here Sept. 3.

Cast remains intact for the Chicago run. "Hill" clicked here at the 388-seat Las Palmas theatre, same house which played "Lend An Ear" before it went on to sock over in New York. "Hill" is by Flournoy Miller and James P. Johnson. Paul P. Schriebman and Alvin Baranov produced.

Musical 'Orpheus in Hades'

Musical 'Orpheus in Hades'
Anatole Chujoy, ballet authority
and editor of Dance News, is working on an adaptation of Offenbach's
operetta. 'Orpheus in Hades.' for
a Broadway musical.
Modern version would be staged
by George Balanchine, better
known as a choreographer.

*18.200. "Death of a Salesman," Morosco (25th wk) (D-919; \$4.80. With slightly reduced seating capacity, the regular weekly gross is now \$24.100.

\$24,100.

"Detective Story." Hudson (19th wk) (D-1,057; \$4.80). Meller slipped with the field; almost \$18,000.

"Goodby, My Faney." Fulton (36th wk) (CD-366; \$4.80). Also tapered off a bit; under \$10,000.

"Howdy, Mr. Ice of 1950." Centre (10th wk) (R-2,964; \$2.88). Standard attraction for tourists, particularly familly trade; ebbed to \$33,000.

"Kiss Me. Kate." ("cat.")

\$33,000.

"Kiss Me, Kate," Century (31st wk) (M-1,654; \$6). Another of the solid SRO draws; almost \$47,200 as

usual.
"Lend An Ear," Broadhurst (33d wk) (R-1,160; \$6). Shrunk again to \$19,300.
"Miss Liberty," Imperial (3d wk)

"Miss Liberty," Imperial (3d wk) (M-1,400; \$6.60). New Irving Berlin-Robert E. Sherwood slowed from its maximum opening pace and the next few weeks should indicate its hit prospects better; almost \$43,000.
"Mister Roberts," Alvin (76th wk) (CD-1,357; \$4.80). Also felt the general down-draft; about \$30,000.
"South Pacific," Majestic (17th

the general down-draft; about \$30,000.

"South Pacific," Majestic (17th wk) (M-1,659; \$6). If anything, the b.o. pressure is actually increasing on this wall-taxing smash; gets the standee limit every night, with lots of turnaways; \$50,600 again.

"Streetcar Named Desire," Barrymore (87th wk) (D-920; \$4.80). Tennessee Williams prize-winner still rolling along; \$14,000.

"Where's Charley?" St. James (42d wk) (M-1,509; \$6). Eased a bit with the field, but lots of margin at \$34,500.

Strawhat Jottings

Strawhat Jottings

Raymond Massey makes his summer theatre bow at the North Shore playhouse, Marblehead. Mass., Aug. 15 in "The Winslow Boy" Theatre Guild production of Lynn Riggs" 'Out of the Dust, in rehearsal for the past three weeks under direction of Mary Hunter, will be offered at the Westport (Conn.) playhouse the week of Aug. 8 The South Shore playhouse, Cohasset, Mass., will try out "The Fundamental George," week of Aug. 15. Elliott Nugent will star-direct... Charles Ruggles will tour the Franklin Trask chaln of summer theatres in "Nothing But the Truth" Ken Welch's "Of All Things," new revue originally presented at the Pittsburgh playhouse in May, will be offered at the Ogunquit (Me.) playhouse the week of Aug. 8.
Ramsey Burch has been signed as director for the Dixfield (Me.) summer theatre.

Carl Allensworth's "Count Your Rossinge" finishes a three weeks

mer theatre.

Carl Allensworth's "Count Your Blessings" finishes a three-performance tryout at the Barter theatre, Abingdon, Va., tonight (Wed.) Margaret Perry directed. Irving Strouse's "Spring 1865" will be tried out for four performances beginning tonight (Wed.) at the Lake George (N. Y.) playhouse. The Lakewood theatre, Skowhegan, Me., will try out Parker Fenley's "Spring Breaks Through" the week of Aug. 8.

In 5 Shows, Pittsburgh

"Rose Marie," featuring Marie, Pittsburgh, Aug. 2.

"Rose Marie," featuring Marie, District Piazza, Edward Roecker, Jack Goode and Nina Olivette, grossed \$43,100 in five performances at Pitt Stadium in Pittsburgh Civic Light Opera production last week. Friday night performance was cancelled because of rain, with \$13,600 paid back in refunds.

"Wizard of Oz," current, is ninth and final production of the fourth season.

The seasonal decline continued last week on Broadway, with grosses sagging as much as \$4,000 for some of the shows. Except for the three consistent sellouts. "South Pacific," "Kiss Me, Kate" and "Death of a Salesman," werry production felt the slump. With no openings or closing last week and none scheduled for the next few weeks, the list remains unchanged, with 13 entries. Estimates for Last Week Keys: C (Comedy), D (Drama), CD (Comedy-Drama), R (Recue), M (Musical), O (Operetta). Other parenthetic figures refer to seating capacity and top price, including 20% amusement tax. However, estimates are net; i.e., exclusive of tax. "Born Yesterday," Miller (182d Wk) (C-940; \$2.40). Senior runner of the list was affected by the general droop, but will apparently continue indefinitely; \$5,000. "Cabalgata," Broadway (4th wk) (R-1,900; \$3.60). Spanish import also eased from its previous upward trend; \$4.80 with (D-919; \$4.80 with Chells \$4.80 'Kate' Continues To Soar in L.A., 541/₃G; 'Hill' 7G

Los Angeles, Aug. 2.

"Kiss Me. Kate" continued to rack up the best business in these parts, with its third week slightly better than its first two stanzas at the Philharmonic auditorium. "Annie Get Your Gun," with Gertrude Niesen, also proved strong bait for customers of Gene Mann's outdoor Greek theatre, topping previous house record. "Sugar Hill," all-colored revue by Flournoy Miller and James P. Johnson, is enjoying capacity business at the small Las Palmas theatre after considerable rewriting and dance restaging. "Blackouts of 1949" walloped out another terrific week. "Accent On Youth," at the El Patio, took a rather sharp drop the beginning of Its third week.

Estimates for Last Week

at the El Patio, took a rather sharp drop the beginning of its third week.

Estimates for Last Week
"Accent On Youth," El Patio (3d wk). (790; \$2.40). Sour \$4,500.
"Annie Get Your Gun." Greck
Theatre. (2d wk). (4.400; \$3.60). Smash \$54.000. This equals house record set in 1948 during second week of "Anything Goes."
"Blackouts of 1949," El Capitan (371st wk). (1.142; \$2.40). Standard top biz of \$17.100.
"Kiss Me, Kate." Philharmonic Aud. (3d wk). (2.670; \$4.80). Even better than first two weeks, rousing \$54.500,
"Sugar Hill." Las Palmas. (3d wk). (388; \$3.60). Tops capacity of \$7.200.

'IRENE' SOCKO \$42,100 IN WEEK AT ST. LOUIS

St. Louis, Aug. 2.

With the Friday (29) performance lost through a wind and rain storm, the second show of the current season, "Irene," wound up its seven-night stand in the Municipal Theatre Assn's al fresco playhouse in Forest Park Sunday (31) with a neat \$42,100.

Mauren Cannon, who played the title role, and Jerome Thore the title role, and Jerome Thore the title role, and Jerome Thore chair-warmers. Helen Raymond, that-warmers. Helen Raymond, that-warmers, also scored solidly, and the ballroomology of Mary Raye and Naldi clicked.

"The Vagabond King," teed off a one-week stand last night (Monday). Walter Cassell and Marion Bell scored in the top warbling roles. Faves of former seasons making their first p.a.s of the season are Marthe Errolle, James McColl and William Lynn. Standouts in support are Jean Handzlik, making her bow here: Edwin Steffe, Leonard Ellott, Virginia Gorski, Gean Greenwell and Melton Moore.

'Streetcar' Boff \$25,500. 'Brigadoon' \$35,500, S. F.

Current Road Shows

"Blackouts of 1949"—El Capitan,
L. A. (Aug. 1-13).
"Brigadoon"—Curran, S. F. (1-6);
Aud., Sacramento (8-9); Mayfair,
Portland (11-13).
"High Button Shoes" — Upton,
Salt Lake City (11-13).
"John Loves Mary" — Bittmore.
L. A. (8-13).
"Kiss Me, Kate"—Philharmonic,
L. A. (1-6); Curran, Frisco (8-13).
"Mr. Roberts" — Erlanger, Chi (1-13).

(1-13). "Streetcar Named Desire" – Geary, Frisco (1-13).

'Roberts,' Alone In Lean Chicago, Up to Neat 18G

Chicago, Aug. 2.

Departure of "Inside USA" from Shubert theatre Sat. (30) leaves Chi with leanest summer in over 25 years. "Mr. Roberts" at Erlanger, now in 48th week, is only legiter in town and take has jumped accordingly. Relief to drama drought won't come until late September, when "Kiss Me, Kate" and "Death of a Salesman" open.

Biz has not increased as much as expected, with jewelry convention in town, but strawhatters in suburban areas have registered hiked grosses, Chevy Chase theatre had near-sellout during entire week of "Light Up the Sky" with Nina Foch.

Estimates for Last Week "Inside USA," Shubert (11th week) (2,100; \$4,94). Up over last week, with fine \$32,000 for final week.
"Mr. Roberts," Erlanger (47th

week. "Mr. Roberts," Erlanger (47th week) (1,334; \$4.33). Jumped up by near \$2,000 to nice \$18,000.

'Ice' Setup

Continued from page 49

b.o. men becoming increasingly aroused, but certain managerial and theatre employees, who presumably share in the "ice" under normal conditions, are complaining loudly. Also, a more cynical tone is beginning to be evident in the theatrical columns of some of the New York dailies, possibly reflecting the outcries of brokers and treasurers.

The general attitude among producers, however, has remained sympathetic to the probe. With authors, actors and directors in vehement agreement, shownen favor anything that will climinate or even seriously limit wholesale overcharges on tickets. Their attitude is that the revenue from a show should be fairly distributed among the creative talent, the managerial end, the theatre and the backers, without one particular group siphoning off an abnormal share.

Sharing Arrangement

For instance, It clearly makes no For instance, It clearly makes no sense for the producers of a musical to get \$12 for a pair of seats while scalpers and their henchmen collect \$48 or more on the deal. Showmen point out that the management has to share its \$12 with the author, actor and director talent, with the theatre, stagehands, musicians, front-of-the-house employees, etc., and split the profits with the backers, besides taking the initial risk on the venture. On the other hand, the scalper's \$48 to presumably cut up with three or four collaborators, none of whom four collaborators, none of whom has performed a real service for the show.

the show.

Producers appear inclined to agree that, if "ice" payments were eliminated or drastically reduced, boxoffice men would be entitled to higher salaries. With employment in the field spotty and uncertain, it's conceded that treasurers can't get by on the present salary of \$110 a week. But it's figured that if the ticket mess were cleaned up there should be more than enough extra business to pay b.o. employees adequately.

theatre, Abingdon, Va., tonight (Wed.) Margaret Perry directed Irving Strouse's "Spring 1865" will be tried out for four performances beginning to the strongest (Wed.) at the Lake George (N. Y.) playhouse. The Lakewood theatre, Skowhegan, Me., will try out Parker Fenley's "Spring Breaks Through" the week of Aug. 8.

Shows in Rehearsal

"Good Housekeeping" (strawhat—Theatre Guild."
"Good Housekeeping" (strawhat—Theatre Guild."
"High Button Shoes" (road)—\$35.500 for its fourth week at the Mante-Proser and Joseph Kipness.

Drigation \$35,30U, \$1. cextra business to pay b.o. employ eees adequately.

One suggestion, on which there's been considerable discussion pro and con, is that the lower floor should be rescaled for Broadway show during the past season. Stars Judith Evelyn and Anthony Quinn and center bringing a higher price and the rate ranging of black ties and formal gowins. Show, scaled to \$4.20 at the 1,550 set Geary, showed a tremendous \$25.500 on subscription.

**Brigadoon" considerable discussion pro and con, is that the lower floor should be rescaled for Broadway show down front and center bringing a higher price and the rate ranging of black ties and formal gowins. Show, scaled to \$4.20 at the 1,550 set Geary, showed a tremendous \$25.500 on subscription.

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**Brigadoon" constitution of the strongest and con, is that the lower floor should be rescaled for Broadway show down front and center bringing a higher price and the rate ranging of the strongest and the rate ranging of the strongest and the rate ranging of the

Total Legit Grosses

The following are the comparative figures, based on Variety's boxoffice estimates, for last week (the ninth week of the scason) and the corresponding week of last season:

BROADWAY	This Season	Last Season
Number of shows current	· 13	17
Total weeks played so far by all shows	143	194
Total gross for all current shows last week	\$346,900	\$346,100
Total season's gross so far by all shows	\$3,573,800	\$4,010,400
Number of new productions so far	2	2
(Excluding Stock)		
Number of current touring shows reported	8	14
Total weeks played so far by all shows	94	125
Total road gross reported last week	\$194,300	\$316,500
Season's total road gross so far		\$2,889,100

Inside Stuff-Legit

Idea of British government restrictions on American performers and shows in London was editorially deplored last week by The Stage, English theatrical weekly. Commenting on a letter from a reader, the paper noted "the welcome given to British plays and players in America," remarked that U. S. shows are "employing large British staffs and many British actors and actresses," and added that considerable money is being paid at West End theatres by American tourists.

"Just now," the editorial continued, "British masterpieces are not presenting themselves as plentifully as we might wish—and they are not all being kept out of the West End by lack of available theatres, Meanwhile, good American melodramas, in the true musical sense, like "Oklahoma", "Annie Get Your Gun' and "Brigadoon", are doing much to keep up the popularity of the flesh-and-blood theatre. . . Granted that our dramatists will do their job efficiently, there should be nothing to fear. Good plays are equally acceptable on both sides of the Atlantic and from the entire Commonwealth. The idea that free intercourse in a beautiful, creative art should be affected by a paper-scratching financial formality seems a petty inhibition." cial formality seems a petty inhibition.

Management of "Miss Liberty" has begun mailing postcard acknowledgements of mail orders in cases where there may be any delay in sending the required tickets. Idea is to forestall any repetition of the situation that arose just before the musical's opening, when there were numerous squawks about the delay in filling or even acknowledging

Apparently as a result of N. Y. C. commissioner of investigation John M. Murtagh's public criticism of the situation, mail order patrons are becoming more exacting. Some of the orders received since the show's premiere have specified not only the date of performance and price ticket desired, but have actually demanded particular rows or, in some instances, even seat numbers. Such requirements are apt to mean delay or even impossibility in filling orders.

Failure of the Grace and Paul Hartman revue. "Up to Now." to play Failure of the Grace and Paul Hartman revue. "Up to Now," to play Wareham, Mass., last week as announced, was because the management had not posted an Equity bond or otherwise conformed to the unlon's regulations. So as to be able to go through with their verbal agreement for the engagement, in case the strawhat got its Equity rating in time, the Hartmans remained on hand until the scheduled opening day, July 25, even paying the hotel bills for some of the cast members.

The show, which had previously played several strawhats, is at Markheted Mace, this peeds of the cast members.

The show, which had previously played several strawhals, is at Marblehead, Mass., this week, and thereafter will play Newport, Saratoga, East Hampton, Ivoryton, Conn., and Mt. Klsco, N. Y. The show was not originally intended to be brought to Broadway in the fall, but if revisions are satisfactory the Hartmans will consider it.

Click of "Death of a Salesman" in London last week apparently leaves a number of British theatre "experts" with some fancy explaining to do. Number of English legiters in New York, some visiting and others permanent residents, had predicted that the Arthur Miller drama would be a quick flop with West End audiences. In fact, not in memory was a Broadway smash so discounted as a prospect for London. Among the exceptions who figured the play would register with English audiences were Basil Dean, London author-director-producer, and Philip Hope-Wallace, drama critic of the Manchester Guardian, both of whom said the show's reception would depend on how well it was done there.

What is happening on the Broadway stage "is usually worth looking at, even if it isn't always worth listening to." was the view expressed by London Sunday Times' drama critic, Harold Hobson, in a recent article on the state of the Broadway theatre. Back at his desk after a visit to N. Y., Hobson noted that "America takes symbolism in its stride; and its two leading playwrights, Tennessee Williams and Arthur Miller, practice this method with combined artistic and financial success."

Hobson went on to call "these young men . . . the only strikingly original playwriting talents that the English-speaking theatre has produced since the end of the war. . . ."

Capacity of the Morosco theatre, N. Y., has been cut 12 seats, amounting to \$324 per week, for the run of "Death of a Salesman." Although there had been no requests for refunds for the locations, producer Kermit Bloomgarden discovered that there was imperfect vision from two of the seats in each of the six boxes, so he ordered them withdrawn from sale. Boxes sell for \$6 evenings and \$3 matinees. Capacity gross, including the limit of 30 standees per performance, is now about \$24,100 per week.

Legit Bits

Eunice Healey, in Central City, Col., to attend Mae West's opening in "Diamond Lil," may go to the Coast to visit her-parents before returning to New York about Aug. 15... Clarence Taylor, manager for Brock Pemberton, leaves this weekend for a vacation on the Coast. Louis Lotito, prez of City Playhouses, Inc., and manager of the Martin Beek theatre, N. Y., laid up with a cold... Producer Michael Todd was the off-the-record speaker at Monday's (1) luncheon of the Drama Desk, New York legit reporters' group.

Irving Keyser, treasurer of the Alvin theatre, N. Y., is in grave condition in Neurological Institute, N. Y., with poliomyelitis and spinal meningitis. His parents have been called to his bedside from Philadelphia. Alan Hewitt, in the cast of "Death of a Salesman," is communiting from Compo Beach,

LYNN HEARTBEAT

"The Incomparable"

"Hildegarde will be available for all of Lynn to see in person at the Marblehead Summer Theatre all of next week beginning Monday, July 251. Once nightly she is going to present a two-hour concert, the first time she has ever attempted such a performance. performance.

"She is the only entertainer in the history of show business who could ever walk out on a cafe or supper goom floor, tell you how long she would stay, leave with thunderous applause and not return.

applause and not return.

"If you think it's easy, try it sometime yourself. Try to be amusing and entertaining for forty-five minutes; you'll have a new appreciation for Hildegarde.
"In ten years she has appeared only in the plushiest hotels in the country. She's commanded fabulous fees and accounted for even more fabulous business. The average person who has never seen Hildegarde wants to know: 'How come?'
"This is not an easy question to answer. Just when you are ready to decide that personality is the proper explanation, she'll wow you with a touching song that will have you fumbling in the dark for a hand-gerchief. And just when you've decided that she's a wonderful singer, she tears the house down with sheer charm and excitement.

To see Hildegarde is an experience. "To see Hildegarde is an experience. A fellow has only one honeymoon as a rule. He has various other 'once in a lifetime' experiences. This could easily be one of them. So, don't say we didn't offer a good suggestion. Incidentally, Blake Johnson, of the theatre, reports the advance sale on Hildegarde's engagement is the best in several seasons. Since the theatre's capacity is slightly less than 1,000 a sell out is a good possibility. Try to make the Wednesday matinee; it's the sleeper performance! In track lingo, that is."

—Tom McGovera.

-Tom McGovern, Lynn-Telegram News. (July 21, 1949)



"Down at the Marblehead Auditorium, the North Shore Players really ignited dysented the fabulous Hildegarde in her summer theatre premiere one-woman show. The audience went wild. Seldom has auch applause been heard this side of 'South Pa-cific'!" namite Monday evening, when they pre-

-Barbara Tibbets, Boston Traveler. (July 27, 1949)



Opening August 1, for Two Weeks, at the PIPING ROCK, Saratoga Springs, N. Y.

Opening McCarter Theatre, Princeton University, on Aug. 15th, for One Week of Concerts Booked by JACK BERTELL, Per. Rep.



All publicity for Hildegarde's Marblehead engagement done by FRANCIS P. L. CRONIN, 100 Boylston Street, Boston.

Publicity for New York: DAVID O. ALBER ASSOCIATES

Continued From Page 56

YOU PAY AND YOU GET INTO THE ACT

That's Chan-Toosy on the Style of Hildegarde Presently at Marble-head Theatre

"Making her first summer theatre appear-Making her first summer theatre appearances here, in a clamor of publicity suitable for the return to earth of Edwin Booth, the supper club singer, Hildegarde, has failed to keep the tides from coming into Marblehead on schedule. But she does give a good show, chan-toosy style."

Picks Stooges
"Miss Hildegarde, a slender, supple, blonde chan-toosy who works at a terrific tempo and holds her audience remarkably well, picks people out of the audience as stooges. If they don't want to stooge, they get it!

well, picks people out of the audience as stooges. If they don't want to stooge, they get it!

"An elderly fellow in the front row who didn't jump up and down with glee when he was singled out for comment—he was told he looked tike a Broadway angel—was not neglected through the rest of the evening. It was suggested to him by the smiling chan-toosy that he had better seem to be gay and have a good time, and that would be good for him! He was required to give his place of birth, required to stand and take a rose, required to hear from time to time throughout the evening that he looked tike an angel."

You Pays and You Acts
"It could be that the fellow had paid to be entertained and not to entertain. For a chan-toosy, however, that is apparently not enough. You pays your money and you winds up in the act! Willy nilly. Wily Hildy!

"The Hiidegarde show, supported by an

Hildy!

"The Hildegarde show, supported by an orchestra of 10 men on the stage, consists of two parts, each an hour long. Between bouts with the angels of the audience, Miss Hildegarde sings a variety of songs, from the tender to the corny, plays her own accompaniment to many comments on herself, offers jokes, chatter and smiles. Millions of smiles.

"A novelty on the straw hat circuit, this chan-toosy knows her way around an audi-

chan-toosy knows her way around an audi-

-Elliot Norton. Boston Post (July 29, 1949)



Throng Lauds Presentation By Hildegarde

"Hildegarde, the incomparable, lived up to her international reputation last night when she thrilled a capacity audience at Marblehead Auditorium, at the opening of her week's engagement marking her debut on the summer theatre circuit.

on the summer theatre circuit.

"The famous chanteuse, who for several years has captivated the hearts of patrons of the famed supper clubs on two occasions, scored a decided hit with last night's audience as she sang the selections for which she is noted.

"Salvatore Gioe, her accompanist who directed a nine-piece orchestra, had arranged the orchestration in such a manner that the full beauty of Hildegarde's melodious voice seemingly blended with the instruments.

"The only drawback to the performance was not the fault of the artist but of the amplification system which took an unscheduled holiday after the second act and refused to function for the remainder of Hildegarde's offerings.

fused to function for the remainder of Hildegarde's offerings.

"Notwithstanding this, Hildegarde held the audience seemingly entranced for the two hour production.

"Patrons, who had witnessed her performances at smart New York city hotels and supper clubs, were of the belief that her offerings last night topped her previous efforts.

efforts.
"Needless to say her efforts were loudly

applauded.
"The North Shore players, sponsors of the Head Theatre, have provided a diversified series of attractions for their seventh season. So far they have offered the theatre-goers such stellar attractions as Tallulah Bankhead in a lovable comedy, Basil Rathbone in a tense, spell-binding drama, and now Hildegarde, singer extraordinary. The change of pace apparently pleases the Greater Salem audiences for each night there is a capacity house."

there is a capacity house."
—Salem Evening News.

My Boston

"Two of the most-talked about women in America arrived in Boston yesterday. At 3:35 p.m., one was leaving the Copley Plaza and the other was arriving, and they bumped. Then they hugged. One was HILDEGARDE and the other was PERLE MESTA.

bunped. Then they hugged. One was MILDEGARDE and the other was PERLE MESTA...

"On request of the comedian. Abe Burrows, Hildy abandoned her sophisticated style and went hill-billy recently on television. Bouncing in her chair and holding imaginary rems in her white-gloved hands, she sang a few bars of 'I'm Hop-along Hildy, a gal from the West'. She hasn't formulated her own TV future yet but said her picture was on the cover of 'Life' 10 years ago, as the 'First Lady of Television.' That was because she put on an experimental program in the NBC studios, in black and white, color projection on a screen... I was also the first American televised in London and Paris,' she added. "The famous chantoosey's switch from awank supper rooms to a summer theatre was Jack Bertell's idea. Jack is Hildy's booking manager. He said he picked Marblehead for her only summer theatre appearance because the Marblehead heatre has the finest management meaning Larry Washburn and Blake Johnson... Besides, it seats 1.00. Hildy doesn't work for peanuts.

"Last week, at Marblehead, 'The Heiress,'

"Last week, at Marblehead, 'The Heiress,' starring Basil Rathbone, took in \$7.012 at the box office out of a possible \$8,200. That was at a \$2.40 top (tax included) . . . The previous week, at a \$3 top, and with two matinees instead of one, Tallulah Bankhead grossed \$14.300. At the same prices, but with only seven performances, Hildegarde's possible is about \$12,500 . . The advance sale, prior to her opening last night, amounted to \$4.200, a record.

"The idea of giving a two-hour, one woman show, seven days in succession, didn't alarm her. After Marblehead, Hildy will keep a date at the Piping Rock Club, Saratoga Springs."

—Alan Frazer.

-Alan Frazer, Boston Evening American. (July 26, 1949)



AT THE THEATRES

North Shore Players

(Continued from Page 56)
North Shore Players and offer their public a musical, a revue or even a 3-ring circus. Hidegarde has shown that it can be done, and with striking success." and with striking success."

Real Trouper

"This Milwaukee bombshell made good the hard way last night. She was facing a traditionally 'reserved' opening night audience in a large hall, making it difficult to get across her 'intimate' style. And at the eutset of the second act, the microphones went blooey. Yet, working without a 'mike,' she won over the audience even more completely than in the first half of the evening. There was nothing 'reserved' about the tremendous ovation she received at the final curtain.

evening. These evening the tremendous ovation she received according to the tremendous ovation she received according to the later audiences.

"She'll find that New England 'shyness' absent in the later audiences.

"She did so many numbers last night that it would be difficult to list them all here. Furthermore, there's no guarantee that she will do the same routine tonight or tomorrow; she's that unpredictable."

—ED E. JAFFEE.

Daily Evening Item,
Lynn, Mass.

(Tuesday, July 26, 1949)



To the Concord Hotel Management: Thanks for making it possible for me to enjoy the thrill of an exciting success in the famous "Borscht Belt in the Catskills."



Thanks to Blake Johnson, II, and John L. Washburn, General Managers and Producers of the North Shore Players.

Engagement Booked by JACK BERTELL, Per. Rep.

Lighting Installed by WILLIAM E. RICHARDSON Manager, Director, Producer—ANNA SOSENKO

Agents-MUSIC CORPORATION OF AMERICA

Show Biz Again Takes Over Central City "STREET SCENE" CLICKS Drama Fete Drawing 250,000 Visitors

LEGITIMATE

By BILL DOLL.
Central City, Col.. Aug. 2.
This mile-and-a-half ghost town.
with a permanent population of
only 500, is probably the best example of how show business under
intelligent civic sponsorship can be
built into a formidable tourist lure.
The Central City Drama Festival,
now in its 14th year, attracts 250,
000 visitors to this mountain top
every summer and as a result
brings plenty of hotel and other
business to nearby Denver. Whole
thing started when the old Opera
House, built in 1878, was presented
to Denver U. and restored to the
original condition it was in when
Saivini, Bernhardt, Joe Jefferson
and John L. Sullivan regaled the John L. Sullivan regaled the

and John L. Sullivan regaled the miners.

Under the auspices of the Central City Opera House Assn., a nonprofit organization, it has grown until the operation has practically taken over the entire town. Association runs two hotels, including the famous Teller House, three saloons, a livery stable where square dancing is held, a group of houses where actors may be housed, and a gold mine. Property is now and a gold mine. Property is now valued at \$1,000,000, and the overall gross during the six or eightweek summer season is over \$300,000.

The whole town comprises show usiness and employees in division.

The whole town comprises show business, and employees, including hotel, bar, and restaurant help, dancers, stage crew, guides, etc., numbers over 200. Revenue, in addition to sale of theatre tickets, comes from such byproducts as hotel rooms, food, whiskey, the take from about 60 stot machines, guided tours through theatre, hotel and mine, postcards and souvenir books. books.
Year-Round Employee

Despite the size of the operation, the Assn. has only one year-round paid employees. This is Business Manager Don Stophlet, who super-intends all of the enterprises and makes an annual trip to New York to cast the opera. In the summer the Assn. retains a press agent, Adoiph (Bud) Mayer, former Rocky Mountain News reporter, and it's spearheaded by Frank H. Ricketson, Jr., president of Fox Intermountain Theatres the originated "Bank Night"), and Robert Seiig, another Fox exec and president of the board of trustees of Denver U. They are in charge of the voluntary committees who whoop up plenty of local excitement, in addition to arranging initial plans for each scason's activities.

or local excitement, in addition to arranging initial plans for each season's activities.

Season opens every summer with an opera which the Assn. produces itself (this year it was "Fledermaus"), spending as much as \$140.000 and importing top talent and production people. Another feature is an afternoon critique to talk about drama. This year John Chapman, Hanya Hold, Day Tuttle, James Michenor and others were on the panel. Windup attraction sees a Broadway show specially transported for the occasion. This year it's Mae West in "Diamond Lii."

year its anae west in Diamonu Lii."

Naturally, papers in Denver, the Rocky Mountain News and the Post, go allout for the events, with the Post frequently doing different stories for each edition. State papers and radio stations give plenty of space and time, and a traveling boxoffice, with plenty of fanfare, visits neighboring towns. Trailers are shown in a couple of hundred Fox theatres.

Ticket sale is unusual inasmuch as the boxoffice is located in Denver, 50 miles away from the theatre, though a boxoffice is opened here in town one hour before each performance.

Advance sale for

performance. Advance sale for Miss West on opening day was \$72,000, \$5,000 short of capacity for the scheduled three-week run. Expected sellout resulted in pro-ducers Al Rosen and Herb Freezer

and ring bells in an effort to get the customers out of the saloons and into the theatre. The actors are having a heck of

a time, breathing fresh air for a time, breathing fresh air for a change and feeding on buffalo steaks. And on Saturday (31) Steve Cochran and Billy Van were out panning for gold. They washed out about \$9 worth.

Colleano, Jr., Looks Set For London 'Streetcar'

London, July 26.
After auditioning several English legit and film names for the top male role opposite Vivien Leigh in "Streetear Named Desire." Laurence Olivier, who is producing the show in October, has practically set on Bonar Coileano.

Jr. Coileano is an American and practically set on Bonar Coileano, Jr. Coileano is an American and son of Bonar Coileano, Sr., who has been appearing for many years in the Maurice Colieano standard vaudeville offering. Act is cur-rently playing Australia. Coileano is currently appearing in Jack Hylton's "Together Again" re-

in Jack Hylton's "Together Again" at the Victoria Palace, having replaced Bud Flanagan, who has been ordered to the south of France by his medico. "Streetcar" goes into rehearsal in September, with show due in October at Aldwych theatre.

Theatre Guild Protests Ala. Group's Name Use

Mobile, Ala., Aug. 2.

The Montgomery, Ala., Theatre
Guild has received a protest from
the Theatre Guild of New York
against the use of the words "Theatre Guild." The New York organtation charged that "confusion
does exist" resulting in Irreparable

loss.

A representative of the Montgomery Guild called the charge flattering but ridiculous. "We are flattered that our organization of amateurs... would be confused with the professional ability of the Theatre Guild, Inc.," he stated.

Attorneys representing the New York organization have "been in-

Accorneys representing the New York organization have "been in-structed to take such legal steps as many be necessary to protect our client's valuable property right."

Off-B'way Show

Too Many Thumbs

Psychy	е.				 Sadle Long
Smith					 Dick Robbins
Johnson	3				 Eddle Frost
Mackle	bee				 Gene Saks
Jenny	Mac	kleb	99		 . Kim Stanley
Too Ma	ny '	Thu	mb	3	 Nehemia Persolf
Profess	or I	Bloc	k		 Ernest Sommers

The first of Robert Hivnor's plays to be staged. "Too Many Thumbs" might, with proper doring and a more professional production, make the grade on Broadway Inc., offering starts off weakly but builds into an amusing and fanciful comedy. Employing the theory that man is descendant from ape, Hivnor presents his audience with a chimpanzee who in the midst of scientific observation develops into a homo-sapian.

Hivnor's script also approaches

the observation across the homo-sapian.

Hivnor's script also approaches in a satircal vein the conflict between science and religion, with Gene Saks' portrayal of a religious fanatic the high-spot. A particularly funny bit involving two chimps of the opposite sex is notable at the tail end of act one. Nehemia Persoff as the male of the species has the title role and gives a restrained performance in a difficult part. His transformation from beast to man is both pathetic and humorous.

Expected sellout resulted in producers Al Rosen and Herb Freezer characters agreeing to extend the engagement an additional week. Gross will be \$100,000 for the run.

For the star it is the first time she has played the role sincey last winter, when she broke her ankle and had to call off the New York showing. Show will go to Detroit from here and then into the Plymouth, N. Y., Sept. 7.

Operation here is very picturesque, with this old lown harging on the steep sides of the continental divide. All employees are dressed in frontier costumes, squares dance exhibitions go on before and after the show, and ushers parade through the streets rection.

For the star it is the first time beast to man is both pathetic and humorous.

As the struggling scientist conducting the observation, Dick Robands and Kim Stanley, as his fiancee, has suffered to the conducting the observation, Dick Robands with Rufins Smith contributing a motable bit as drawlingly eloquent Shore Patrol officer.

Largesian to make the preeze relation to the beat to man is both pathetic and humorous.

As the struggling scientist conducting the observation, Dick Robands and Kim Stanley, as his fiancee, has suffered to the proceedings. Sadie Long, as the forecedings. Sadie Long, as the forecedings. Sadie Long, as the forecedings. Sadie Long, as the forecedings on the steep sides of the continuous continuities of the proceedings. Sadie Long, as the forecedings of the conduction of the proceedings. Sadie Long, as the forecedings of the conduction of the proceedings of the conduction of the proceedings. Sadie Long, as the forecedings of the conduction of the proceedings of the conduction of the proceedings. Sadie Long, as the forecedings of the conduction of the proceedings. Sadie Long, as the proceedings of the conduction of the proceedings of the conduction of the proceedings. Sadie Long, as the proceedings of the conduction of the proceedings of the conduction of the proceedings. Sadie Long, as the proceedings of the conduction of the proceedings of the

IN CONCERT VERSION

The Elmer Rice-Kurt Weill music-drama. "Street Scene," seen on Broadway in 1947, holds up pretty weil in concert version—a severe test by all standards. Presented sans costume and sets, in abbreviated form, at Lewisohn Staudium, N. Y., Saturday (30), the work came off remarkably well, as a stirring combination of melodrama and music.

and music.

Performance itself was abbreviated when a thunderstorm broke up the second half of the al fresco

session.

The N. Y. Philharmonic-Symphony, soloists and ensemble were led by Maurice Abravanel who phony, soloists and ensemble were led by Maurice Abravanel, who conducted for the Broadway production and who here seemed to be as much, or more, in his symphonic element. Several members of the original Broadway cast repeated their roles here, including two of the leads, Polyna Stoska and Brian Sullivan. Other repeaters were Marie Leidal, Peggy Turniey, Marcella Uhl, Kenneth Remo, Joseph James and David Thomas. Abravanel used 13 singers as principals, with an added choral ensemble of 12 more.

Miss Stoska, as Mrs. Maurrant,

nel used 13 singers as principals, with an added choral ensemble of 12 more.

Miss Stoska, as Mrs. Maurrant, was in excellent voice, and did a superior job with her "Somehow I Never Could Believe" solo. Sullivan was particularly impressive with his "Lonely House" solo, and in the "Remember That I Care" duet with Dorothy Sarnoff. Miss Sarnoff, taking the Anne Jeffreys role of Rose Maurrant, was fine support in the duet, and registered admirably with her solo, "What Good Would the Moon Be." Norman Atkins had Norman Cordon's original role as Mr. Maurrant, doing a bangup job with his solo number, "Let Things Be Like They Always Was."

Support was in every instance first-rate. Joseph James, the original janitor, again repeated an excellent "I Got a Marble and a Star," and Kenneth Remo repeated the amusing "When a Woman Has a Baby." The ensemble scored strongly, especially in "Ain't It Awtul, the Heat" and "Ice Cream Sextet."

Legit Follow-Up

Mister Roberts

(ALVIN, N. Y.)

After 18 months of aimost solid capacity business, "Mister Roberts" remains one of the top straight-play hits of Broadway history. And depute agreedees the receive of the despite considerable recasting, it's lost little of the entertainment quality that made it an instantane-ous smash. In the comedy-drama category, there's been nothing newer to compare with it and, from present indications, there's liprospect of anything doing so.

newer to compare with it and, from present indications, there's little prospect of anything doing so.

To a repeal playgoer, several things stand out in the show. The play itself, combining Thomas Heggen's basic story and Joshua Logan's skillful stage craftsmanship, is an irresistible blend of humor, poignance and dramatic wallop. The casting, including the various changes since the preem, is brilliant, while the performances are excellent and the physical production superb.

The performance is remarkably clean tor such a long-run play. It has broadened here and there, particularly in the smaller parts, but not seriously cnough to mar the authenticity or vitality of the show. Henry Fonda is still ideal in the title part. His playing, seemingly a triffe more emphatic than originally, is perhaps even better for that reason. The other original lead, William Harrigan, is also skillfully loathisome as the pathologically tyrannical skipper.

Rusty Lane, subbing for Robert Keith, on leave for a Hollywood picture assignment, is good as the phillosophical ship's doctor. And Murray Hamillton, although lacking the style and personal impact David Wayne gave the part, is effective as the juvenile officer. Pulver, With the exception of mild overplaying in some cases, the smaller parts are all well handied, with Rufus Smith contributing a notable bit as drawlingly eloquent Slore Patrol officer.

Logan's staging is even more impressive when seen again, and John Mileiziner's scenery registers strongly on further inspection. The atmospheric lighting and expressive between-scenes sound effects are also helpful. Incidentally, too, the theatre is kept comfortably cool throughout the performance, which is the exception rather than the rule in legit.

Second play of the U. of Texas drama department summer season

Strawhat Reviews

A Month in the Country

Westport, Conn., Aug. 2. Westport, Conn., Aug. 2. Westport Country Playhouse presentation of Emish Williams' adaptation for Comedy by Ivan Turghenev. Slars Ruth Gordon: features Edmon Ryan, Howard Directed by Garson Kanin. David M. Pardoll, associate producer: coatumes, Main-bother Theatre Collection: settings and lighting. Elit von Kentzow. At Westport. Conn., Aug. 1, '49.

vera Hazet Dawn, Jr.
Shaaf llex Williams
Anna Yslaeva Frances Brandt
Lizaveta Bogdanova Diana Rivers
Natalia Rulh Gordon
Rakitin Edmon Ryan
Kolla Clifford Tatum, Jr.
Bellaev Scott McKay
Matvel Lew Eckels
Doctor E. G. Marshall
Yslaev Howard St. John
Katia Peggy Cass
Bolshintsov Jesse White

Ruth Gordon and Garson Kanin hope to take this new Emlyn Williams' adaptation of the traditional Turghenev Russian comedy to Broadway, which has not had such a revival since Nazimova coiled through a Theatre Guild production two decades ago. Kanin has given this Westport performance far more than the attention usually lavished on a summer tryout and the management has given him a liberal hand.
Williams' yersion, recently suc-

liberal hand.

Williams' version, recently successful in London, is not as crisp nor as inventive as was expected, and the play's chief pleasures stem from Kanin's skill in conjuring occasional vignettes in which lesser characters, not caught up with Natalia's Impatient romance, brightly illustrate their own problems.

This new version of the Turghenev legend introduces some low comedy of the Kalzenjammer school and also a new ending. The unsuspecting intruder goes off to Moscow with a faithful and eloquent family friend rather than with the highborn heroine's pretty

quent family friend rather than with the highborn heroine's pretty

ward.

Miss Gordon, so successful in Guthrie McClintic's revival of "Three Sisters," is a disconcerting-ly mobile star this week. She has little time for patrician repose and the familiar and admired Gordon characteristics are abundantly catalogued. She looks youthful and winsome, however, as she whips around the stage in a succession of handsome Mainbochers that add much atmosphere to the proceedings. There's no Slavic lethargy here.

Outstanding in Miss Gordon's

proceedings. There's no Stavic lethargy here.

Outstanding in Miss Gordon's company is Hazel Dawn, Jr., as the dependent who also loves the tutor. Lovely looking offspring of an unforgettably lovely mother. Miss Dawn brings new freshness, nice modesty and a singularly promising technique to the Westport stage. Diana Rivers is excellent too as a snuff-inhaling dienna, equal to every artful suggestion that is the index to me fine Kanin lalent. E. G. Marshall gets Into stride as the country doctor and Jesse White has a hilarious time with the role of an awkward suitor. Scott McKay is suitably handsome and obediently ill-at-ease as the tutor, and Howard St. John and Edmon Ryan are right in other assignments.

Saturday

Baltimore, July 26.

Don Swann production of musical comedy in two acts. Book by Doroth JenTina; lyrics and music by 6. Wood: staged
by George Schaefer: dances by Ebba Von
and George Sullivaniel, sets. Noel Taxior
deering Joseph Sopher.
Britte Jewell,
Douglas Henderson, O. Tolbert-Hewilt,
Douglas Henderson, O. Tolbert-Hewilt,
Swann, Cluff, Bohtson, Stone, Elsine
Swann, Cluff, Stone, Ston

Anbitious attempt at a musical with choral ensembles and terp interludes to round out a rather in a year at the rather well. George Schaefer's in Mel Hall Thom musical accompaniment by composer Wood a real assist. But there's not enough for Broadway at moment.

Book is a killer-diller. It deals with a mythical town where every saturday is Christinias and everyone tells the truth. Added to this, as a racketeer who rides in a fant's sied pulled by his wife, who wouldn't mind engaging in more heetic pursuits given the optopy the sitting travelling men, sought by a mamma's boy and a bookish villain on the ruthless side. There are other charakers, too, but nothing jells mid the humorless lines and heavy-handed situations. Music and lyrics are something else. The composer has a score of the considerable merit. The rhythm is on the modern side with a good of nation of all right melody. Numbers are not in all citie pro-rata.

smartly spotted for best contrast and maximum selling.

Alice Ghostley, in the femma lead, dominates the show with a voice of considerable quality, and she holds up the acting end well enough. Best among the rest of the cast are O. Toibert-Hewitt and June Prud'homme, particularly in "Ice Cream Supper"; Elaine Swim and Robinson Stone, as Mr. and Rrs. Santa Claus; Douglas Henderson and Cliff Cothern. Solo dance spots by Ebba Von Saleski and Alice Sobel, who staged the numbers, are well handled, and settings are above barn average. With book given a complete rewrite and score refitted and shaped under practiced auspices, this one might provide potential material, particularly as an ail-Negro opus in the "Hot Mikado." "Carmen Jones" motif.

College Show

Small Beer in Springtime
(CATHOLIC U.)

Washington, July 27.

Catholic U spreduction of enmedy in three acts by Joe Coopan and the coopen of t

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to support his wife. And that is the story.

John Rodney, a former Catholic U. student, is starred as the philosophic Dooley, playing the pair complete with auld sod brogue. Rodney gives a lively reading to the role, a fat one decked out with long speeches. However, he never manages to lift the part over the barricade of incessant jabber, which interlards the thin plot. Play is reported to be in tryout with a view to Broadway production. However, in its present form it offers little which would coax customers into plunking down \$4.80—or any fraction thereof—at the boxoffice.

Lonne.

'Peter' Sydney Interim; 'Rooms' for Melbourne

British comedy, "Fly - Away-Peter," with British players J. H. Roberts, Pameia Bygrave and Bearice Smith, will play a limited run at the Royal here, before Robert Morley, in "Edward, My Son," comes in In early September.

"Annie Get Your Gun" winds up a year at the Royal, and heads for New Zealand.
In Melbourne, June Clyde and Hal Thompson come into the Com-

In Melbourne, June Clyde and Hal Thompson come into the Com-edy theatre, for J. C. Williamson, Aug. 5, with "Separate Rooms, Show will do general Aussie run-around after the Melbourne run

Kamber's Program Service

Philadelphia, Aug. 2.
Bernard Kamber, who puts out programs for the four legit houses here, has launched a new association of program publishers for towns outside New York. Failure in recent seasons to latch on to the lig national accounts had to the big national accounts led to the

big national accounts her innove.

So far, Kamber's group less lined up 15 theatres in four cities—Boston, San Francisco, Clevelsud and Philadelphia—and they will open a New York central office placement of new outfit cails for solicitation of national accounts for placement in all cities, proceeds to be divided pro-rata.

Literati

Busy (?) Literati

Busy (?) Elerasian Here's how it is in these summer of days in the publishing busiess. John O'Hara phones his pubess. John O'Hara phones his pubess. John O'Hara phones his pubess. John C'Harasian Here with Dick Rodgers (& Hamere with Dick Rodgers (& Hame gluogue (L.I.) home: "Bennett, I'm bere with Dick Rodgers (& Ham-merstein) and we have a \$50 bet that the brother of the salesman in 'Death of a Salesman' made his fortune in Alaska, but I say it's Africa." The Random House prexy tells O'Hara he doesn't know but he'll phone Viking Press which publishes the Arthur Miller play and call him right back. Alaska is the right answer, O'Hara thanks him elaborately, expresses regrets him elaborately, expresses regrets over "taking up so much of your time, Bennett."

Cerf replies, "That's nothing,

time, Bennett."
Cerf replies, "That's nothing, John, excepting you blankety-blank you just made me miss 1½ innings of a hot Yanks game on the television in my office."

the television in my office."

Earl Hines' Band Biz Expose Jazz planist Earl Hines has penned a byline piece for the September issue of Ebony mag titled "How Gangsters Ran the Band Business." Article exposes gangdom's rule of niteries and bands during the '20's and '30's bringing in such notorious characters as Al Capone, Owney Madden, George 'Big Frenchy' DeMange and Jack 'Legs' Diamond. Hines explains in his seven-page yearn how these exmobsters controlled such music personalities as Duke Ellington, Cab Calloway, Lena Horne, Billy Eckstine and himself. Finishing off his treatise, Hines notes that the end of prohibition did away with the mobsters, but in turn gave vent to what he feels is racketeering on the part of band bookers. Hines also expresses his feeling on what he believes to be dishonest band popularity polls.

feeling on what he believes to dishonest band popularity polls.

Jack Davies' Mission to H'wood Jack Davies, film critic for the London Sunday Graphic, pushed off for Hollywood over the weekend after a short stopover in New York. Davies, on film blz for the Kemsley Press, biggest newspaper chain in England, is engaging a Hollywood correspondent for the Kemsley papers.

Reportedly, Jonah Ruddy, English-born mag writer, has the inside spot for the job. Davies is the father of John Howard Davies, moppet who played the title role in J. Arthur Rank's "Oliver Twist."

Eire Censors Nix 14 More

The Irish Censorship of Publica-ons Board has hixed 14 more novels on the grounds that they are

tions Board has hixed 14 more novels on the grounds that they are indecent or obscene.

They are: "The Loves of My Lord Admiral," by Philip Lindsay, "Into the Labyrinth," by Bentz. Plagemann, "The Girl on the Via Flamia," by Alfred Hayes; "Nineten Eighty-Four," by -George Orwell; "White Crocus," by Peter Packer; "Red Morning," by Ruby Frazier Frey: "Lovers Aren't Company," by Monica Stirling, "Roads From Mome," by Dan Davin; "The Other Passion," by Edith Simon; "Dragon in Chains," by George Lancing, "English Episode," by Charles Poulsen; "The Butterfly," by James Oulsen; "The Butterfly," by James M. Cain; "The Transient Hour," by Marcel Ayme; "She Came to Stay," by Simone de Beaut.

Ploneer Gazette Monthly
New publication, The Pioneer
Gazette, is being edited by C. V.
Fardig at Springfield, Mass. Fourpage monthly tab, which sells for
5c, reprints old engravings and
articles from America's early press,
such as the "New York Weekly
Museum" of 1792, the "Columbian
Centennial" of 1814. "Massachutts
Spy" of 1804 and the "New England Economical Advertiser" of
1844.

Emphasis is on Emphasis is on entertaining miscellany concerning family life of bygone years:

Also included is "Trading Post" advertising antiques and Items of Americana currently available.

Yale's Boswell Windfall
Yale University's recent purchase of the private papers of James Boswell was made possible by a gift to Yale from the Old Dominion Foundation, established by Paul Mellon, Class of 1929. Additional financing was acquired via an arrangement with McGraw-Hill, for the exclusive rights to publish through its subsid. Whittlesey House, the 40 to 50 volumes that will result for to 50 volumes that will result for to 50 volumes that would be collection. The manuscripts were bought from Lt. Col. Ralph H. Isham of New York, who spent nearly 25 years acquiring the papers. Isham graduated from Yale in 1914.

Editing and publication plans will be undertaken by an editorial board, which will include in addi-

tion to members of the Yale faculty, Edward C. Aanswell, Mc-Graw Hill veepee and editor-inchief of Whittlesey House. An advisory committee of distinguished British and American scholars will assist the editorial board. Purchase price, the amount of the gift and the funds advanced by the publishing firm were all undisclosed.

Included in the projected series will be all the material privately printed by Col. Isham in a set limited to 570 copies and sold at \$900, which represents only a fraction of what is now available. The first announcement of actual publication will be made early this fall. McGraw-Hill has also acquired from Yale all rights of publication, and has arranged with William Heinemann, Ltd., of London, to issue the volumes in England.

CHATTER

Yarn on circus clowns, "It's Hard Work to Make You Laugh," penned by Cy La Tour, will be featured in the August issue of the Rotarian, Rotary International's official mag.

Movietonews comic Lew Lehi invades the gastronomic field with his new tome, "Lew Lehr's Cool Book for Men." Didier is publish

Joey Adams, who previously authored "From Gags to Riches," turns novelist in "The Curtain Falls" which Frederick Fell, Inc. is bringing out next Octob

18 Dringing out next October.

The 20th anniversary of impresario Serge Diaghileff's death is commemorated in Dance News for August with a three-page spread, including articles by Anton Dolin, George Balanchine, Anatole Chujoy and Lincoln Kirstein.

Nance Wilson Page whose "The

and Lincoln Kirstein.

Nancy Wilson Ross, whose "The Left Hand is a Dreamer" was a good seller for Sloane, will have her new novel, "I. My Ancestor," published by Random House. Her husband, Stanley Young, is a playwright and a director of Farrar Straus.

"Morning Faces," a collection of John Mason Brown's pieces from the Saturday Review of Literature on his experiences with his sons, will be a Whittlesey House publication Sept. 7. Book will also include two previously unpublished essays and will be illustrated by Susannes Suba.

Susannes Suba.

Bill Ornstein, of Metro, has three new stories coming up, the first, "Francis," in the July-August issue of Wildfire magazine, to be followed by "Happiness on a Hanger" in the Autumn issue of Seydell Quarterly, published in English in Brussels; and "Of Time and Place" in the October American Courier. Place" in the October American Courier, G. William Gahagan of Woodside,

Courier.

G. William Gahagan of Woodside, Calif., formerly associated with the McGraw-Hill Publishing Co. and the McGann-Erickson advertising agency, is one of nine new professors who will join one faculty of Dartmouth College in Hanover, N. H. Sept. 21. Gahagan, will be one of the instructors in Dartmouth's "Great Issues" course.

Dorothy Williams, retiring president of the Women's National Press Club in Washington, has resigned as member of the United Press bureau in the capital to accompany Mrs. Perle Mesta, town's famed hostess, when latter assumes her new role of U. S. Ambassador to Luxembourg. Miss Williams will handle press chores at the Embassy.

Video's Stars

Continued from page 1 :

came on the scene later than the other chains and therefore has came on the scene later than the other chains and therefore has three ways of solving its problems, Barry said: (1) sit back and wait until the other fellows sell out their good time and advertisers come to ABC-TV for prime periods; (2) build its own shows and sustain them until enough circulation has been amassed for sponsors to shell out; (3) buying a number-of-choice-properties of all kinds and for a variety of budgets, number of enoise properties of all kinds and for a variety of budgets, with rights for at least five years, keeping them in the film transcrip-tion stage until a backer is signed. Third alternative is key to Barry's

Fischer flying over a cast of top European performers for each broadcast; "Papa Romani," a dramatic series featuring Carlos D'Angelo; situation comedies starring Edward Everett Horton and Joe E. Edward Everett Horton and Joe E. Brown (latter would also do an AM-daytimer): vehicles for Fanny Brice and Cab Calloway; "Pibby Houlihan," with Arthur Shields playing an Irish Janitor; a Kate Smith vaudeo; "Inat Wonderful Guy," a comedy-drama: "Some-body Knows," a mysterioso; "Li'l Abner," based on the cartoon strip; and "Jury Room," a Phil Berle courtroom package.

Beside these Barry has a number of offerings already set for the '49-

Beside these Barry has a number of offerings already set for the '49'50 season: "Conflict," starring Boris Karloff, "Photocrume," based on the Look mag feature; and "Inside Hollywood," a Photoplay mag series with Wendy Barrie.

Advantage of the kine audition over the sustaining tryout, Barry declares is that it reduces amount

declares, is that it reduces amount declares, is that it reduces amount of coin risked if a format doesn't jell. "Li'l Abner," for example, will use live actors to portray the comic strip characters, and the idea, the web topper admits, will either hit Pike's Peak or bust. Kinescoping will cut possible embarrassment to talent if the show doesn't pan out.

Net is packaging the Horton and

Net is packaging the Horton and rown shows and is co-owner of Brown shows and "Abner," with i "Abner," with indie producers handling the other stanzas. If ABC-TV airs a series as a sustainer, web is cut in for a slice of the package, but if it is aired as a commercial, the entire nut goes to the package. to the packager.

Stratford

Continued from page 2

mediately after one performance and setting up the next day's show Program is normally changed Program is normally changed daily, so that the entire repertory is played each week. Since some productions involve several set-tings, including very heavy pieces, shifting job is not easy. changed

Theatre building itself looks, from outside, like modernized factory; and, on inside, like chromium-plated film house left over from plated film early 1930's.

plated him nouse left over from early 1930's.

U. S. Contributions

Funds for the building, which cost \$1,000,000 to construct, were gathered by public subscription—contributions from U. S. totaling more than half (\$625,000). John D. Rockefeller was largest single donor, with gift of one-half million, investment has turned out okay in more ways than one. In addition to theatre's general prestige and specific artistic accomplishments over the years, the normal surplus on average season has been anywhere from \$40,000 to \$50,000; only two seasons that landed theatre in red were the first two war years, 1939 and 1940. Present surplus, as noted in July 15 balance years, 1939 and 1940. Present sur-plus, as noted in July 15 balance sheet covering up to March of this year, appears sizeable: including, as a sample, some \$80,000 in cash and more than \$200,000 in various in-vestments. This year's profits should add another chunk of cash to the kitty.

Contrary to general idea.

Contrary to general loca. The Festival is not the only activity of the Memorial Theatre; in fact, takes up only half the year or less. Rest of time, theatre is rented to London productions in tryout stage or touring, or kept busy with such non-Shakespearean projects as annual Christmas show for children.

non-shakespearean projects as ain-nual Christinas show for children. At conclusion of this year's Festival Oct. 1, a somewhat ab-breviated company and crew are off to Australia for a 14-week tour, playing three of the current six productions (prophaly) "Much playing three of the current sys-productions (probably "Much Ado," "Macbeth" and "Henry VIII"). Originally, the company had planned its first American visit this fall, and negotiations had been

this fall, and negotiations had been progressing with the Theatre Guild and later with Theatre, Inc. At a late date, plans fell through. For next season, no definite arrangement has been set except a promise of John Gielgud and Peggy Ashrofit to appear together in play not yet selected. There are Peggy Ashcroft to appear togetherin play not yet selected. There are
also hopes on part of the theatre
management that in the not too
distant future another building,
more Elizabethan in appearance
and facilities, can be added, leaving the present structure to house
a repertory of more modern plays.
But, at the moment, that's just
wishful thinking. The reality is
still Shakespeare and more
Shakespeare. And good, bad, or
indifferent—in which latter category most of this season's oferings Third alternative is key to Barry's "backlog" policy.

Until the new packages are bought, the web will fill gaps in its sked with more modestly budgeted sustainers. Barry's feeling is that this won't hurt ratings and when "we get the good shows on the air we'll get the audiences."

Among the packages Barry is prepping are: "Easy Come, Easy Go," a talent show with Fred Robbins as emeee; "Continental Revue," with impressario Clifford the state of the state o

SCULLY'S SCRAPBOOK By Frank Scully Cape Hornblow, A finish for "The H

Cape Hornblow, Aug. 1.

Arthur Hornblow, Jr., 'is looking for a finish for "The Hornblow Story." He sort of feels that from being clinked for his part in the Broadway production of "The Captive" long, long ago, to being knighted today by the Knights of Columbus Avenue, or something, for his work on "Quo Vadis," would be a nice way to round out a career.

The Hornblow Story otherwise is going well. On "Quo Vadis," for instance, he's got more publicity so far than most producers get for a whole year's released product. It reminds him of the first year of the Goldwyn-Lasky productions, when they got an award for the best picture of the year and hadn't made a picture yet, while Harry Reichenbach kept asking the world, "Can they keep it up?"

But Arthur Hornblow, Jr., is sure that Loew's International will finally get around to making "Quo Vadis" in Rome next spring. This will give people plenty of time to read the book, "Quo Vadis," incl-dentally, heads the Hornblow list of books people are ashamed to admit they haven't read, but I'll be a Sienkiewicz if I'll admit that sort.

Most people, he says, believe "Quo Vadis" is about a chariot race, somehow confusing it with "Ben-Hur," "Intolerance" and everything back of "The Covered Wagon." Some think the title derives from an old Roman traffic centurion flagging one of the wildest charioters with, "Where do you think you're goin', bud?"

In fact the Hollywood droopearsons say some indie sharpshooters are already working on a sequel entitled, "Detrahe ad latus viae, frater!", which quite literally translates. "Pull over to the side of the road, brother!"

Actually, "Quo Vadis" dealt with traffic in Christians and the liquidation of same by throwing them to the West of the liquidation of same by throwing them to the West of the side of the road, brother!"

which quite literally translates, "Pull over to the side of the road, brother!"

Actually, "Quo Vadis" dealt with traffic in Christians and the liquidation of same by throwing them to the lions in Roman arenas. But in order not to disappoint those who think "Quo Vadis" is a horse of another color the producer has added a chariot race, and Gregory Peck will probably drive one of the chariots or get dragged behind one, orsomething, in order to point up the conflict between Christianity and paganism. And if Peck survives that Gregorian chant he ultimately will be thrown to the lions in the Roman coliseum. If this doesn't prove gory enough in Technicolor, the junior branch of Loew's International can always reshoot sadistic scenes like this in the Los Angeles coliseum, and use Leo, the MGM lion, to tear the remaining martyrs to pieces. So, like "Ben-Hur," "Trader Horn," "Eskimo," "White Shadows In the South Seas" and other epics of far-away places with strange sounding names, the bald spots on the landscape can always be covered with Hollywood toupees.

"The Hornblow Story," meanwhile, remains in status quo vadis. Arthur, Jr., is not worried about the delay because there is little danger of other Hornblow Story," meanwhile, remains in status quo vadis. Arthur, Jr., is not worried about the delay because there is little danger of other Hornblows jumping the gun. In fact as far as he knows his family is the only Hornblow in America. When his father was running Theatter Magazine and wrote "Mr. Hornblow Goes To the Play," he didn't have to warn the peasants against imitators because there were no other Hornblows and the Hornblow concedes, but one so perfectly suited to show business that many suspect it was coined. like Goldwyn, Jolson

Trader Hornblow Tells All

It's a strange name, Hornblow concedes, but one so perfectly suited to show business that many suspect it was coined, like Goldwyn, Jolson or Sliding Billy Watson.

Actually the name does not derive from Arthur blowing his own horn at all, but there is an old legend that in England one of his ancestors (actually named Horn) was a member of Shakespeare's original company that hung around the Mermaid Tavern after performances at the Globe. One night the beaker boys were quaffing quite late and began begging Horn to stay for just one more round. But Horn had his own mind about the art of drinking, "I don't know about the rest of you," he said, "but Horn blows at midnight."

After that they all called him "Hornblow," so as to distinguish him from another Horn who was a swoggler. In fact, the name became so identified with Arthur's family that when Jack Benny decided to star in "The Horn Blows At Midnight" he had to get not only Arthur's permission, but his father's.

identified with Arthur's family that when Jack Benny decided to star in "The Horn Blows At Midnight" he had to get not only Arthur's permission, but his father's.

Arthur, Jr., was a classmate of George E. Sokolsky, who still blows a milghty loud horn. M. Lincoln Schuster was in this class, too. This was at De Witt Clinton highschool, then on West 59th street, New York. Sok was an anarchist agitator then and just as plausible as he is now, when he has become a capitalist agitator.

After surviving the hot blasts which used to come down from the High School of Commerce and Hell's Kitchen, Arthur Hornblow, Jr., was deported to Dartmouth, where Walter Wanger was trying to get a cultural word in edgewise, too. Then Junlor joined his father on "Theatre," hoping his father one day would head his department, "Mr. Hornblow Was Too Tired To Go To the Play and Sent His Son."

Caught With "The Captive"

But before that happened he found himself a job in the Charles Frohman company with orders to get something for the Empire theatre, a refined old piece of velour which hadn't been out of the black since it went into mourning for Queen Victorla. He got "The Captive," a refined presentation of a subject then taboo in refined circles but by now as well aired as the Atlantic City boardwalk. For Americanizing the French play about unilateral love Hornblow got a percentage of the rights.

When the cops got around to calching what Hornblow the Frohmans

the French play about unhateral for the rights.

When the cops got around to catching what Hornblow, the Frohmans and Millers were pitching, they called it a four-bell production and gave everybody a ride to the Tombs in pie wagons. All started screaming

and Millers were pitching, they called it a four-bell production and gave everybody a ride to the Tombs in pie wagons. All started screaming for Max Steuer.

Steuer got a settlement out of court. If the producers would change the name to "Old Homo Week" and take a chance on being raided without notice, the play could go on indefinitely. To Frohman, Miller, et al., "indefinitely" might mean one night, so they threw all the rights into the lap of Arthur Hornblow, Jr., and said, "It's all yours, Junior."

All this excited the admiration and envy of Sam Goldwyn, the winner of that trophy for not making a picture for a whole year. So he hired Arthur Hornblow, Jr., as his supervisor.

This went on for seven years and then one nippy November morning Mr. Goldwyn woke up only to find he had no horn to blow in. Then a few mornings later, while the frost was still on the pumpkin, he read where Arthur Hornblow, Jr., had become a producer over at Paramount. He was attracted to Par by the possibility of producing "The Pursuit of Happiness," a title that naturally would appeal to anybody after seven years under Sam. Francis Lederer was the star.

They were having trouble with the script, and J. P. McEvoy was called in to help. I remember I suggested there might be more boxoffice in the thing if the title were changed to "The Scarlet Lederer"

This was before air conditioning, but the resulting coolness lost methree friends in as many minutes. In fact, after making this suggestion I didn't see the producer again until the other day, and even then themeeting had to be arranged on neutral territory. Many people still believe I'm barred from the Par lot, though Hornblow, McEvoy and Lederer left there ages ago.

Hornblow blew, in fact, in 1942. We were at war, and there was a

believe I'm barred from the Par lot, though Hornblow, McEvoy and Lederer left there ages ago.

Hornblow blew, in fact, in 1942. We were at war, and there was a shortage of man power. Metro didn't know where to turn to find some-body to handle Hedy Lamar in "Heavenly Body." Arthur Hornblow, Jr., offered to make the sacrifice. A real Spartan.

Since then he has produced "Cass Timberlane," "The Hucksters," "Weekend at the Waldorf," "Conspirator" for MGM and, coming up, "Quo Vadis."

"Quo Vadis."

If you still don't know what "Quo Vadis" is all about, let Peter Maurin, the peasant poet of The Catholic Worker, tell you:

"The world would be better off if people tried to become better.

"And people would become better if they stopped trying to be better off."

Or would you rather read about chariot races?

Broadway

Moe Gale to the Coast on busi-ess and a holiday.

ness and a holiday.

John Wildberg to Europe Saturday (30) on the De Grasse.

Jack Bertell to Saratoga for Hildegarde's Piping Rock preem.

Charles Einfeld files to Cape Cod or weekends at his brother-infor weekends

Louise (Mrs. Bugs) Baer resting at the New York Hospital after having been taken ill Friday (29)

night.

Dick Weaver dolng special exploitation in N, Y, on UA's "John-ny One-Eye" during its current

Kurt Unkelback has taken leave of absence from hls post of public-ity director of the Hotel New Yorker, N. Y.

Jonas Arnold tapped by Eagle Lion to succeed Harold Danson as ad manager. Danson has resigned; Arnold formerly Danson's aide.

Metro foreign exec Seymour Mayer married Mary Magee, of Scarsdale, N. Y. Bride is the sister of Mrs. Walter (June) Winchell.

of Mrs. Walter (June) Winchell.
Georgia Glbbs, who ended a oneweek engagement Friday night
(29) at the casino in Monte Carlo,
due back Aug. 26 from Europe.
Constance Gordon, daughter of
theatrical booker Jack Gordon, directing the arts and crafts classes
at the Ross Country Club, Monroe,
N. Y.

N. Y.
Perry Lieber, RKO's studio publicity head, in town for ho, confabs on new RKO films. Ditto Al Horwits, studio publicity chief for Universal.

wits, studio post-versal.

Buddy deSylva reported in good shape on the Coast and still work-ing on the Theda Bara biopic idea although not as intensively as was

shape on the Coast and still working on the Theda Bara biopic idea although not as intensively as was his wont.

No. 1 Fifth Avenue's glmmicks to hyoo biz include "Door Prize" and "Balloon" nights. In addition, the nitery also shows silent pix on Sunday nights.

Mayor William O'Dwyer acting as installation official at the annual installation of officers of the Independent Theatre Owners Assn., Aug. 11, Hotel Astor.

Henry Stevens of "South Pacific" and Rusty Lane of "Mister Roberts" doubling into Benedict Bogeaus "Johnny One-Eye," currenly location shooting here.

Harold V. Cohen, Pittsburgh Post-Gazette columnist and Varietry mugg there, back from Cape Cod vacation looking smokier than his native Smoky City.

Vera-Ellen, who co-stars in Ua's "Love Happy" pa'd Monday (1) at Fablan's St. George and Palace theatres, Staten Island, to help the loop celebrate its 35th anniversary.

Rita Rubin, until recently with Motion Picture Assn. of America, has joined Screen Associates, commercial shorts and TV filmmakers, as aide to producer Morrie Reizman.

Inaugural dinner of the N. Y. Varjety Club (Tent No. 25s. 4th.

man.
Inaugural dinner of the N. Y.
Variety Club (Tent No. 35) at the
Hotel Astor Oct. 27 will include a
program journal, proceeds to the
Will Rogers Hospital at Saranac

Will Rogers Appendix
Lake.

Aileen Brenon on leave of absence from Selznick to handle press on "Guilty Bystander," to be produced in New York by Laurel Films in association with Edmund

Films in association with L. Dorfmann. Equitable Life has a paid-up policy on Lawrence Wilbur, formerly of the Castle Square Opera Co. (Henry W. Savage), and is seeking his whereabouts. He would be over 70 if living.

Ted Strong, Celebrities Service on Queen Eliza-

ing his whereabouts. He would be over 70 if living.

Ted Strong, Celebritles Service vice-prexy, sails on Queen Elizabeth tomorrow (Thurs.) to 0.0. the company's London offfice. He'll return in October after a vacation on the Continent.

Jewish Theatrical Gulld's memorial service for Sam H. Harris, legit producer, in its chapel in the Palace theatre bullding tonight (Wed.) at 6 p.m. Rabbi Abraham Burstein officiating.

After guesting at the Howard Cullmans' Westchester house (during their European vacation) for the entire month of July, the Benefit Cerfs are now Augusting at

Cerfs are now Augusting at Cod with the Quentin Reyn-

La Centra, staying east for radiotelevision commitments.
Playwright Robert E. Sherwood
was awarded a Baneroft Prize for
"distinguished writings in American history" by Columbia U.
Award was for Sherwood's "Rooseveit and Hopkins," which also won
the 1949 Pulitzer history prize.
H. Allen Smith's opinion of
Hollywood is best summed up by
the Squire of Mt. Kisco's observation that "Westchester looks good
to me after three weeks of Double
Dubuque," Humorist going into a
trance with his typewriter for the
next 8-10 months on writing assign-

ments. Grossinger's, best known of the Catskill Mt. resorts, has had a series of festivities to mark the 35th anni, and among those participating have been John Garfield, Jan Peerce, Robert Merrill, Pearl Bailey, Sid Caesar, cartoonist Ham Fisher and Robert M. Weitman, managing director of the Broadway Paramount theatre.

Westport, Conn.

By Humphrey Doulens

Mitzi Hajos visiting here. Ditto
Lizbeth Scott.
Brock and Margaret Pemberton
here for rest of the summer.
Lawrence Langner may extend
Country Playhouse season two

weeks.
Raymond Massey moved into the
Wilton house acquired from Lawrence Tibbett.
Edith Behrens now editing publications of National Federation of

rence Tibbett.
Edith Behrens now editing publications of National Federation of Music Clubs.
Anita Loos here huddling with John C. Wilson on forthcoming musical "Gentlemen Prefer Blondes."
Frederick C. Schang, president of Columbia Artists' Mgt., and Mrs. Schang sailed for Paris (30) on the Ile de France.
Charlotte Frances has arrived here from England to work on script of her "Western Wind" which Cornell Wilde will try out here late this month.
Fania Marinoff, Carl Van Vechten, James Melton, Theresa Helburn, Walter Hampden, John C. Wilson at opening of "A Month in the Country" at the Playhouse (1).

Rome

By Helen McGill Tubbs

Columnist Earl Wilson at the Ex-

Charles Feldman here from Hol-

wood. Countess Dorothy Dl Frasso left or Capri

Countess Dorothy DI Frasso left for Capri.

Ed Sullivan and wife due in Rome from Capri.

Mr. and Mrs. Richard Dix in Rome for a few days.

Elaine Shephard planed for Geneva on picture business.

Clifton Webb has left Rome for a few days vacation in Austria.

Merle Oberon is quietly visiting friends in the country near Venice.

Monte Banks here from Capri. Gracie Fields is expected in a few days.

ays. UA's George and Gwynn Pick-ord Ornstein are in Florence this

OA's treme ford Ornstein are in Florence week.
American Negro pianist, Charlie Beale, engaged at the Club Tragard in Capri.
Film editor Lou Lindsay back to Rome from Moroccan location of "Othello." "Othello."
Rene Clair at the Hassler prior to starting work directing a film being made near Naples.
The Gene Markeys (Myrna Loy) are in Austria, but expect to return to Rome next month.

Lisbon

By Lewis Garvo

By Lewis Garyo

Evenida theatre will be closed all summer for renovations.
Beatriz Costa, a prewar revue star, back from Brazil. Intends to produce a show here.

Composer Frederico Valerio back from the States where he sold some of his Portuguese songs.
Piero Bernardon will present a summer revue at Teatro Variedades starring Irene Isidro, Antonio Silva. Alfredo Ruas and Joao Viliaret.

Muraro, Argentine pianist, back in Lisbon after a six-months' tour in Spain, gave a recital at the Politeama theatre before leaving for Brazil.

Lilly Moreno, Brazilian songstress, made her bow at a new revue at the Maria Vitoria theatre, first house to reopen for the sumer season. Joao Perry, leading legit actor, costarred in the same revue, which also has comic Eugenio Saivador and Santos Carvalho. Cape Cod with the Quentin Reynolds.

Air France came to the rescue of Ray Morgan's Sam Pierce ("This Is Paris"-MBS) by planing over some insulin capsules to Cannes where Pierce is producing the Maurice Chevalier series. Pierce urgently needed the capsules for somebody on the Riviera.

Walter Lowenthal Joined Transfilm, Lowenthal Joined Transfilm, Lowenthal was director and assistant production manager for RKO Pathe. He entered the film business in 1938 under guidance of Louis de Rochemont.

Paul Stewart planed to the Coast last week for a featured part in Paramount's "Postal Inspector," with Alan Ladd and Phyllis Caivert. His wife, actress-singer Peg

Sid Field taking a vacation from the starring role in "Harvey" end

the starring role in "Harvey" end of August.

Emile Littler back from five days in Deauville for combined biz and pleasure jaunt.

Clifford Fischer here for one inght, them off to Paris for week, after which he returns to London.

British Broadcasting Corp. on look out for big West End theatre and eyeing Covent Garden Opera House.

House.

The Harry Fosters on three weeks' vacation to the south of France, covering Cannes, Monte Carlo, etc.

Hermione Baddeley leaving for eight weeks' vacation at Capf for "The Terrorist," Merle Oberon's latest starrer.

Hermione Baddeley leaving for eight weeks' vacation at Capri for "The Terrorist," Merie Oberon's latest starrer.

Alfred S. Kahn o.o.'ing show business here for the next couple of months and planning return to New York in September.

Lou Wilson, Prince Littler's aide, engaged to Fern Whitney, American currently appearing in "Oklahoma!" at Drury Lane theatre.

Bob Barnett, who recently acquired Snow's Chop House, has sold it to Younger's, wellknown brewers, at a profit of \$140,000.

Valerie Hobson planning her first vacation in seven years as soon as she finishes her part in the film, "The Rocking-Horse Winner." Dougias Fairbanks, Jr., off to Paris, Athens and Rome and plans to join "The State Secret" unit at Trento, Italy, in time to start shooting Aug. 8.

Having completed his writing chore on "Treasure Island," Lawrence E. Watkin is staying over to script Walt Disney's Irlsh fantasy, "The Little People."

Val Parnell dickering for Count Le Roy, current hit in Morton Waise's "Skating Vanities" at Wembley, for London Palladium and Moss Empires tour.

Peter Graves quitting cast of "Private Lives," now on the road with Margaret Lockwood, because of U. S. commitments with Gertrude Lawrence at Cape Cod summer theatre. "Private Lives," now on the road with Margaret Lockwood, because of U. S. commitments with Gertrude Lawrence at Cape Cod summer theatre

trude Lawrence at Cape Cod summer theatre.

Tom Arnold and Emlle Littler have booked Vic Oliver for a new show at London Casino, which will be a new edition of "Latin Quarter," to be staged next April after the pantomime season.

Miami Beach

By Lary Solloway

By Lary Solloway

Alfred McCosker, retired MBS
prexy, building a home here.
DeCastro Sisters head new show
at Five O'Clock Club with Freddie
Bernard supporting.
Nunnally Johnsons and Jean
Negulescos taking in the tradewinds at the Saxony.
Barry Gray airer switched to
Kitty Davis with biz hopping in
the year 'round spot.
Hotels here filled with stateside
visitors escaping the "northern
heat wave." Town booming as a
result.

heat wave. Town booking result.
"Slattery's Hurricane" filmed here last fall, preeming in three Wometco theatres (sans mid-season fanfare) this week.
Gambling clamp still on. New police chief has finally been appointed by town's "reform councilmen" and no easeup in sight.

Bucks County, Pa. By Sol Jacobson

Francis Robinson of Met Opera staff in for weekend. Arlene Francis, Martin Gabel and Herman Levin visiting Moss Harts. Ditto Max Gordon at George Kaufman?

Kaufman's.

Bob Zeller, musical director of Lambertville Music Circus, to Washington Fri. (22) to guest-conduct National Symph for night.

Mary Porter, acting manager of Empire theatre, down to visit spouse, Paul, guest directing Walter Siezak in "Laburnum Grove" at New Hope.

Walter Slezak commuting from Ottsville farm, ditto-Sara-Seeger from her Newtown home, for "Laburnum Grove" this stanza at Playhouse.

duct National Symph for night.

Mary Porter, acting manager of Empire theatre, down to visit Spouse, Paul, guest directing Walter Slezak in "Laburnum Grove" at New Hope.

Walter Slezak commuting from Ottsville farm, ditto-Sara-Seeger April 28-30.

Conley Lovelace new director of Jayhouse.

Lambertville, N. J. planning centaphone.

Low Gov. Driscoll lined up, ditto appearance here in Starilght's appearance here in Starilght's Peru's National Comedy Co. starting winter season here Aug.

Western Electric film distribution. Through Lima on way to Santiago.

Western Electric film distribution. Through Lima on way to Santiago.

Western Electric film distribution. Through Lima on way to Santiago.

Western Electric film distribution. Through Lima on way to Santiago.

Western Salor Nexico's Paco Miller opening at Teatro Segura in Mexican revue with Raul Iriarte's orchestra.

Wester's Vida B. Ross, handling Western Electric film distribution. Through Lima on way to Santiago.

Western Electric film distribution. Through Lima on way to Santiago.

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Hammerstein II, Mr. and Mrs. George Kaufman, Theron and Phyllis Bamberger, Jinx Falken-burg and Shirley Booth guest-appeared. Henry Jones, of straw-hat acting contingent, featured in

Paris

By Maxime de Beix (33 Blvd. Montparnasse)

(33 Blvd. Montparnasse)
The Charies Millers to Rome.
Sylvie St. Clair off to the Riviera.
Eugene Van Dee back from Italy.
The Leonard Biscoes due back in
Paris from Riviera.
Clifford L. Fischer back from
trip with Mitty Goldin.
John McCarthy back after
Copenhagen week's stay.
Lucette Caron back from Riviera
for the fashion openings.
Alex Stein holding a Columbia
territorial sales convention.
Irene Hilda back from Montreal
and off to Belgium on a radio assignment.

signment.

John Ringling North to Scandinavia and Germany for 0.0. of possible talent.

Honolulu By Mabel Thomas

By Mabel Thomas
Herman Rosen, of Royal Theatres, was here for two weeks.
Dick Haymes and wife here for a three-week vacation at the Royal.
The Ralph Fitkins, owners of local KHON, to New York for two months.
Consolidated Amusement Coopening elaborate drive-in theatre, first in Hawail. Kenneth Means is manager.

manager.

James Stewart and bride will be at the Royal for a month, honey-

at the Royal for a month, loney mooning.
Russell Collins will be featured in production of "Father Damien."
Production designer Tambi Larsen arrived from Hollywood last week.
Robert Morley, with his mother-in-law, Gladys Cooper, wife and children, resting here for three weeks before Clippering on to Australla.

South Africa By Joe Hanson

By Joe Hanson

Plc biz generally slack with "Fdward, My Son" (M-G) only film to be held over in recent weeks.

F. Schuurman arrived from Holland to take up appointment as conductor of Johannesburg Municipal Orchestra.

Broadcasting in South Africa celebrated its 21st anniversary last month. First broadcast was from Johannesburg July 1, 1924.

Mrs. Maria Lee, caretaker of Pagel's Circus training farm, died after mauling by tame lion. She was sister of owner Mrs. Pagel.

Metro to release seven London Film productions in South Africa, including "The Winslow Boy," "Bonnie Prince Charlie" and "The Fallen Idol."

Chicago

CINICAGO

Signe Hasso in town for Chevy Chase production of "Love From A Stranger."
George Jessel, opening at Oriental Theatre, Aug. 4, feted at a luncheon given in his honor by Ernie Byfield.
Flack Tom Flzdale returning to Chi from Coast to join wife, Pat Stevens, in promoting her charm school and model agency.
Virginia Mayo and Michael O'Shea, film players, hosted columnists at Pump Room, Ambassador Hotel, before heading for the Coast.

Coast.
Opening of Harold Lloyd's film,
"Movie Crazy" at Garrick theatre,
Friday (29) hosted 100 children
from Illinois Assn. for the

from Illinois Assn. for the Crippled. Glen Ford, pic actor and Valll, actress, stopped over last week, on way to N. Y. and European junket for filming of "White Tower" in Switzerland.

Al Hall vacationing at La Jolla. James Barton in from N. Y. for film chores.

Judy Canova returned from an eastern tour.

Scotty Brown to Chicago for the 16m distributors' convention

Arthur Sheekmans celebrated their 15th wedding anniversary. Tom Drake easting for a strawat tour, starting in Fayetteville,

Max Youngstein in from N. Y. or Paramount publicity confer-

Dan Duryea to Vancouver for ne preem of "Johnny Stool he preem

ngeon. Ann Sheridan hospitalized in anta Monica for her annual checkup.

Robert Mochrie in town with a home-office delegation for RKO sales confabs.

nome-ontice delegation for RKO sales confabs.

Ed. Don George in from Buffalo to round up rode and other acts for his arena.

Ronny Lubin shifted from Paramount to the Nat Goldstine-George Willney agency.

Jane Cowl to La Jolla to appear in "Art and Mrs. Bottle" with strawhat troupe.

June Haver awarded a sliver Oscar by the National Assn. of Dance and Affiliated Artists.

Charles P. Skouras will receive the 1949 Golden Bear award at the California State Fair. Sept. 8.

Susan Haywood will take a cross-country tour when she washes up her current chore in "My Foolish Heart."

Heart."
Adolph Zukor in from N. Y. for huddles with Cecil B. DeMille on releasing campaign for "Samson and Delilah."
Glorla McLean and Jimmy Stew-

Glorla McLean and Jimmy Stewart have announced Aug 6 as their wedding day at the Brentwood Presbyterian Church.
Cecil B. DeMille to Chicago to start a three-week tour with the Ringling circus. gathering background for "The Greatest Show on Earth."

Riviera

By Margaret Gardner

Richard Ney at the Martinez.
 Louis Jourdans back from a four-day weekend at St. Tropez.
 Mr. and Mrs. Charles Addams at the Carlton.
 Lou Walters eyeing the Riviera

Mr. and manufacture and mr. Lou Walters eyeing the Rivers attractions.

Leslie Charteris and wife at St. Jean Cap Ferrat.
Ciifton Webb guest of honor at another Elsa Maxwell soiree.
Richard Dix wandering alone and a little lost through the Carlton lobby.
Pierre Blanchar and his actressal daughter Dominique at St. Jean Werrat.

off to Switzerland.

daughter Dominique at St. Jean
Cap Ferrat.
Earl Wilson off to Switzerland,
the only tourist to leave Cannes
without a sun-tan.
Norma Shearer and husband,
Marty Arrouge, installed for a sixweek stay at Hotel du Cap.
Errol Flynn back from Italy in
his old suite at Hotel du Cap. John
Perona also at Cap d'Antibes.
Borrah Minevitch and his Harmonica Rascals readying for their
Hollywood opening at Juan-LesPlns.

ins.

Eddie Gruskin down from Paris
talk to Eddie Cantor about doing
n hour long show for the Marshall

an hour long show for the man hour long show for the plan radio series.

Eddie Cantor in Cannes for 10 days from Paris. His guest spot on Chevaller radio show broke up the audience when he did uncanny imitation of the the French singer.

Lima, Peru

By Bart McDowell

Bolivar Colosseum brought N. Y. Circus here Juiy 28. German planist Walter Gieseking to play here shortly on new South

Hollywood

London

The Val Parnells to Juan Les Pins for a month's holiday. Honor Blackman off to Switzer-land to recuperate after recent

OBITUARIES

GEORGE MORAN

GEORGE MURA:
George Moran, 67, vet performer,
who for more than a quarter of a
century tickled the risibilities of
century tickled the risibilities of
vaude and musicomedy audiences
in the blackface act of Moran and
Mack, died in Oakland, Cal., MonMack, died in Oakland, Cal., Monin the blacktace and the blacktace and the blacktace and add (1), five days after suffering a stroke. His partner, Charles Mack, was killed in an auto collision in

After the death of Mack, Moran had teamed with other partners but never achieved anywhere near the success that he and Mack had registered as "The Two Black Crows" and other similar skits.

and other similar skits.

After both had come up the hard way in minstrels and small time vaude, they hit the jackpot in 1927 in the "Black Crows" routine, which practically overnight cataputed them into four-figure sateries. These were to be later topped by their various excursions into let musicals and revues such as ries. These were to be later topped by their various excursions into legit musicals and revues such as "Ziegfeld Follies," Earl Carroll's "Vanities," George White's "Scandals" and several editions of the Shuberts "Passing Show." Earthy comedy of the team, which projected Moran as the wise-cracking straight man for the slow-and-easy Mack, was rated the top blackface comedy act of that era. Although their deliveries were in caricature vein, it never brought criticism and they presumably had as many Negro fans as white. Their material and comedy were tops—and that's all that mattered. In addition to their stage appearances, they made several films and multiple recordings that were best seliers.

Although stage partners, the me arrangement did not obtain nancially. Prior to their big click, tack incorporated the team name financially. Prior to their big click, Mack incorporated the team name and Moran worked on a salary rather than a 50-50 split of their earnings. This arrangement went along smoothly until they hit peak earnings, wherein Moran made an ultimatum to his partner that hereafter he wanted a 50-50 split. Mack, who wrote most of the material or bought it from other writers, refused to accede to the new terms, and Moran walked out of the act while they were starred in "Vanities" at the Earl Carroll theatre, N.Y. Mack enlisted a former partner, Bert Swor, also a wellknown minstrel, to bridge the gap, retaining the team name of Moran & Mack, and with few other than the show's management any the wiser. When the show went on tour, John Barton supplanted Swor.

In 1929, Moran brought suit faming the team and because it in from the start of the supplanted Swor.

Barton supplanted Swor.

In 1929, Moran brought suit against Mack to restrain him from continuing to use his name in the Moran & Mack act, since he was no longer with it. Subsequent litigation brought out that Moran and Mack had been registered as a trad-mark and that Mack could not be enjoined. Couple later buried the hatchet and reseamed for several pictures, including "Two Black Crows," "Why Bring That Up?" and "Hypnotized."

After his partner's death, Moran resumed the act with other partners and last appeared in it on a USO tour during the war.

NORBERT LUSK

Norbert Lusk, 66, motion picture publicist and magazine editor, died after a heart attack July 23 at Forest Hills, N. Y. Born in New Orleans, Lusk entered matter pictures in 1912 as

Born in New Orleans, Lusa tered motion pictures in 1912 as tered motion pictures in 1912 as scenario writer and assistant to Arthur Johnson at the Lubin studio in Philadelphia. At Lubin and later at World Pictures, he wrote vehicles for Johnson, Norma Tallicies for Johnson Marchael Mar

He joined the Goldwyn company

riod.

He joined the Goldwyn company in 1917 and was for two years its director of publicity, serving later in the same capacity with Thomas H. Ince, George Loane Tucker, and Higo and Mabel Ballin.

After two years as motion picture critic of the New York Morning Telegraph, he became editor and critic of Picture Play magazine, a post he held until 1938. He was N. Y. film correspondent for the Los Angeles Times for 20 years.

In 1941 he joined the film production staff of the Co-Ordinator of Inter-American Affairs under Kenneth Macgowan, and from 1942 to 1945 was associated with the Library of Congress motion picture research project conducted by Iris Barry at the Museum of Modern Art film Library. In 1947-48 he was associate editor of New Movies, The National Board of Review Magazine, in which he published his serialized autobiography, "I Love Actresses!"

During the past year, Lusk had worked as a feature writer for 20th-Fox. At the time of his death, he was about to join the publicity staff of Warner Bros.

MRS. LINDA GRIFFITH

MRS. LINDA GRIFFITH
Mrs. Linda Arvidson Griffith,
former actress and first wife of the
late David Wark Griffith, film producer, died in New York, July 26.
After her divorce from the producer in 1936, she had done film criticism for several magazines and
also authored "When Movies Were
Young," telling of the early work
of her husband.

of her husband.

Mrs. Griffith was born in San

Mrs. Griffith was born in San

Mrs. Griffith was born in San

while both were acting in stock
companies there. They were married in 1906. She later appeared in
a number of films made by the old
Blograph Co.

Survived by a sister.

EMILE DE RECAT

Emile De Recat. 60, one-time ballet master of the Paris Grand Opera Co. and former supervising director on foreign films for Metro and Pathe, died July 26 in Holly-

and Fathe, the work wood.

Moving to the U. S. in 1915, De Recat produced and directed musical shows in the midwest, among them "Smiles of 1920." He put on the American Festival at the dedication of the Los Angeles Coliseum in 1923 and remained in California for a career in the film industry.

DAVID A. BROUDY

DAVID A. BROUDY
David A. Broudy, 65, orchestra
leader, died after a heart attack in
Pittsburgh, July 31. He was the
conductor for old Grand Theatre
in Pittsburgh when it opened in
1919 and in 1928 was the leader of
the Stanley theatre orchestra when
Warner Bros. launched that house.
In 1940 Broudy retired as a
musician to become a manager for Warners. He was at their
Shadyside theatre in that capacity
at the time of his death.

at the time of his death.

He leaves his wife, three sons

and daughter.

HENRIK GALLEN

HENRIK GALLEN

Henrik Galeen, 57, a former motion-picture producer in Europe, died in Rochester, Vt., July 30.

Born in Berlin, he was a German Army officer in the first World War. After the war he went to Sweden where he wrote and directed several motion pictures including "The Golem" and "Student of Prague."

Survived by wife, son and a Survived by wife, son and a

daughter.

ROBERT LAMBERT

ROBERT LAMBERT
Robert Lambert, 56, veteran showman of Penacook, N. H., died July 22 at Ticonderoga, N. Y.
A native of East Hartford, Conn., he served in World War I and operated amisement enterprises in Penacook for many years. He was associated with the Continental Shows, Inc., and formerly managed Contocook River Park and the Penacook Roll-A-Way.

JOSEPH F. MORROW

Joseph Francis Morrow, 52, a member of Metro's Philadelphia sales staff since 1924, died in Forty Fort, Pa., July 29. He was in the motion picture industry since 1913 and for many years represented Metro in northeastern resented Me Pennsylvania.

Survived by wife, son and two daughters.

EDWIN HODGE

Edwin HODGE
Edwin Hodge, 61, former actor,
died in New York, July 27.
Originally in dramatic stock, he
later appeared on Broadway
in "Funny Face," "The Merry
Widow," "Oh, Promise Me" and
"Lost Horizons." He last appeared in 1948 in "Look, Ma, I'm
Dancin'."

FRANK TALBOT
Frank Talbot, 85, vet theatre
owner and manager in Melbourne,
Australia, died there recently.
Talbot was the first Aussie exhib
to introduce regular weekly pix
at the old Glaciarium. He also produced one of the early Aussie pix,
"The Sentimental Bloke."
Survived by son and daughter.

HAL PERCY

Hal Percy, 53, noted Aussie comedian, and later a hit on radio in programs of the Australian Broadcasting Commission in Meibourne,

died last week.
He leaves wife and a son.

CHARLES F. ROESER

CHARLES F. ROESER
Charles F. Roeser, 61, died in
Fort Worth, Texas, recently. He
was one of the owners of KFJZ,
key station of the Texas State net-

of Boston and had been in show business for many years.

Mrs. Margaret Blaine Damrosch, 82, wife of Walter Damrosch, noted orrhestral conductor, died at Bar Harbor, Me;, July 27. In addition to husband, she leaves three daughters and a sister.

Mrs. James B. (Bessie Isabel) Allen, founder and owner-operator of the Icelandia arena, Toronto, died there July 29. Survived by husband,

Frederick O. Hutchinson, 65, retired superintendent of the Paramount studio laboratory, died July 24 in Hollywood.

Robert Mollencott, 80, St. Louis' oldest stagehand, died July 27 at the home of a daughter whom he was visiting in San Francisco.

Ramon Montoya, 69, w.k. guitar-ist, died in Madrid July 22. He had accompanied leading Spanish dan-cers with his music. cers with his music

Mother, 73, of Lilian Altert, head booker for the District Theatres Corp., died in Brooklyn, N. Y. July

Otis Marion Sebring, 74, who operated theatres in Shelburn and Sullivan, Ind., died July 22 in Shelburn.

Fritz Hart, 75, London-born di-rector of the Honolulu Symphony, died in Honolulu July 10.

Will Owen Carter, 72, formerly with Republic pictures in Indi-anapolis, died there July 24.

Cortland Fitzsimmons, 56, screen writer, died July 27 in Hollywood.

Theatre TV Continued from page 1

ings in support of the channel allocations. Since the FCC has set Sept. 2 as the date for receipt of answers to questions on theatre tele submitted to the Society of Motion Picture Engineers, Parameter of the Society of the Society of Motion Picture Engineers, Parameter of the Society of the S Motion Picture Engineers, Para-mount and 20th-Fox it is exepcted that the MPAA petition to the FCC will be filed by that time.

will be filed by that time.

MPAA's video committee faced considerable difficulty in convincing some member-companies of the wisdom of the move. Some of the majors showed no interest in the project but were convinced that, even if they did not plan to launch theatre TV at this time, they might be interested in the future; hence, the need for all-industry support. Others feared possible anti-trust implications in banding together for the application but were persuaded that other industries have similarly joined forces to petition the FCC.

Designed to serve on the sub-

forces to petition the FCC.

Designed to serve on the subcommittee to implement yesterday's decision were Edward T.
Cheyfitz, secretary of the MPAA's
tele committee and chief aide to
prez Eric Johnston; Frank Cahill
of Warners, and Theodore Black of
Republic. Jack Cohn of Columbia
and Sidney Schreiber, MPAA general counsel, were designated as
ex-officio members.
Vesterday's meet was attended

Yesterday's meet was attended by delegates of all member-com-panies, together with most MPAA execs excepting Johnston, who is now on the Coast. MPAA veepee now on the Coast. MPAA v Francis S. Harmon presided.

St. Loo Cops

Continued from page 1 =

whom he has made many friends has blunted his broadcasting in the opinion of many fans. Statistically has blunted his broadcasting in the opinion of many fans. Statistically minded, Caray keeps up an almost ceaseless chatter and many local dialers have noted in recent weeks how he has almost crowded Charles ("Gabby" Street, who does the analyzing of the games as they progress, out of the picture. Because of the closeness of the flag race the suds maker sent Caray and Street to Brooklyn for

flag race the suds maker sent Caray and Street to Brooklyn for Caray and Street to Brooklyn for recent series that resuited in Cardinals capturing first place in the race. It was the first time the bankroiler sent the pair out of town this season, all such games previously having been aired via W.U. telegraph service. Last season Caray and Street made a swing around the circuit at the tail end of the season.

was one of the owners of KFJZ.
key station of the Texas State network.

NICHOLAS GLYNN
Nicholas Glynn, 85, former blackface comedian, died July 26 in Concord, N. H. He was a native midwest states.

MARRIAGES

Gail Russell to Guy Madison, Santa Barbara, July 31. Both are screen players.

Muriel Aiian to Robert Casey, Jr., New York, July 31. Bride is nitery dancer recently at the Copa-cabana, N. Y.

Mimi Benzell to Walter Gould.
Derby, Conn., July 29. Bride is
operatic and concert singer; he's a
concert manager and brother of
Morton Gould, conductor-com-

Mildred June Chernoff to Irving Goldstein, New York, July 29. Bride is with WSA, Huntington, W. Va.

Rita Foran to Brian O'Higgins, ubbin, July 24. Both are with the bbey Theatre Co.

Margaret E. MacKenzie to Robert

Berry, Rochester, N. H., July Bride is a secretary at radio tion WMOU in Berlin, N. H.; 's an announcer at WWNH. station he's an announcer Rochester, N. Y.

Mildred Jocelyn to Dick Weaver. New York, July 4. Bride is a legit actress; he's a legit-pix pressagent. Trudy Marlon to Jerry Packer. New York, July 29. Bride is one of Marlon Sisters, vaude team; he's with the Jane Pickens airer.

BIRTHS

Mr. and Mrs. Don Brinkley, son. Chicago, July 26. Father is assist-ant program director at WBBM, Chi.

Chi.
Dr. and Mrs. F. R. Bussey, son
New York, July 25. Mother is actress Irra Petina.
Mr. and Mrs. Mitton Charles,
son, Burbank, Cal., July 27. Father
is a screen writer.
Mr. and Mrs. Charles Michelson,
son, New York, July 28. Father is
head of the transcription firm bearing his name.

son, New York, July 28. Father is head of the transcription firm bearing his name.

Mr. and Mrs. Edward Dmytryk.
son. London, July 25. Mother is film actress Jean Porter; father is a film producer.

Mr. and Mrs. James L. Stirton. son. Oak Park, Ill., July 26. Father is general manager of ABC-TV Central Division in Chl.

Mr. and Mrs. Will Lieberson, son, New York, July 29. Father is exec editor in charge of comics for Fawcett Publications.

Mr. and Mrs. Peter Potter, son. Hollywood, July 31. Mother is songstress Beryl Davis; father is disk jockey with KFWB there.

Mr. and Mrs. Allen Luden, daughter, July 31, Hartford, Conn. Father is continuity director for WTIC there.

Mr. and Mrs. Bernard Brooks. son, in New York, Aug. 2. Father is film buyer for Fabian circuit.

Yen for Disk Rep Continued from page 1

mand guarantees and royalties that cannot be paid under a 49c

that cannot be paid under a 49c price tag.

It's quite possible that among the new talent bought by the three new labels will be a number of bands. Agencies are offering combos that are known as "territorial" orchestras and others that never had a crack at making recordings before. And it's felt among agencies, and among some recording men, that when and if these bands begin making recordings, the way will at least be open for new band names to click, which could set up a situation making it possible for the band business to stage a comeback.

back.
It's figured that the 49c labels will use bands that couldn't even secure contracts from indie labels.
If a non-name singer is secured by one of the cheaper disk lines, he or she must be be supplied with arrangements rangements and backgrounding, paid for by the disk company, but in buying a band, all these things come in the package, including a singer. Which is the reason the 49c labels will use bands.

Fields' Reissues

Continued from page 3

ed to be only miid. After the Fields boom started, Realart pulled the combo and replaced "Crazy House" with "Bank Dick" and that parley is currently racking big grosses. Realart has prepped another Fields package. "Never Give a Sucker an Even Break" and "You Can't Cheat an Honest Man" which will hit the theatres in the fail, timed with the Doubleday book.

the Doubleday book.

U figures in the take because it originally made the four films and still holds residuary rights. Under the terms of its sale of a block of pix, including the Fields features, to Realart, it collects royalties from the outfit.

'Variety' vs. SWG

Continued from page 1

suit dismissed for failure to state definite cause of action.

Edward C. Raftery, counsel for VARIETY, answered briefly the lengthy arguments of Morris Cohn, lawyer for the SWG, and Judge Hall ruled in favor of the N. Y. iawyer (of O'Brien, Driscoll, Raftery & Lawier, regular counsel to VARIETY), VARIETY and DAILY VARIETY "had a claim for relief," VARIETY "had a claim for relief,"
the judge ruled, "by alleging a combination to restrain the trade in
the sale and purchase of advertising." He described the Guild's
action in barring its members
from advertising as "an absolute
prohibition of trade."

Coherent of trade.

Colin argued that the Sherman Act was "designed to prevent detriment to the public" and claimed that the SWG members were "just like lawyers, dentists and doctors in refusing to advertise."

Judge Hall Sees Violations

Judge Hall Sees Violations
Judge Hall answered this by
pointing out that "since the writer
is not free to contract this is a
violation of the Sherman Act."
He declared that any group of
people could get together and agree
not to do something, without any
provision for enforcing that agree
ment and they would be within the
law. Since there was an enforcement provision, providing definite
punishment, in the SWG's advertising boycott rule, he said this
was "an effective means of an economic strangulation."
"Is it a violation for a group of

"Is it a violation for a group of people to agree among themselves not to use a particular commodity?" Cohn asked.

"The question 'has a man a right to earn a living?' is also involved here," Judge Hall replied. "The function of the Sherman Act is to permit commerce to be free and competitive."

Judge Hall also ruled that the public interest was at stake in the suit, rejecting Cohn's argument that it was not. The jurist stated that the "allegations in the suit go to the public interest."

to the public interest."

Cohn had sought to have a vital portion of the complaint stricken and Judge Hall also ruled against him on this point. Matter here dealt with an aliegation in the trade papers' complaint that the SWG, while exercising a general trade advertising boycott, solicited such advertising of writers in its own publication. The Screen Writer (now defunct).

Raftery successfully opposed.

Raftery successfully opposed Cohn's attempt to have that angle eliminated from the complaint. Judge Hall gave the SWG 60 days in which to file an answer to his rulings or to enter a plea to the suit.

VARIETY and DAILY nspiracy suit asks r variety and Dally Variety conspiracy suit asks no money damages, It simply requests that the Federal Court enjoin the SWG from enforcing a boycott on tradepers, not just Variety (weekly) and its Dally Variety (locally published) published).

Variety Bills

Jimmy Lewis
Manhattan Paul
The Blenders
Shotsie Davis
Andre & Dorthee
Tini Benson
Lucille Dixon Ore

Versaliles Susan Wayne Bob Grant Ore

Panchito Orc
Village Barn
Bob Scott
Mary Ellen 4
Abbey Albert Orc
Village Vanguare
Mary Lou Williams
J C Heard 3
Walderf-Asteria
Freddy Martin Orc
Mischa Borr Ore

CHICAGO

Blackhawk
Al Trace Ore
Jackie Van
Bob Vincent
Cher Paree
Jackie Miles
Betty Reilly
Adorables (10)
Cee Davidson Ore
Anita Martell
Entry
De-Betty Atkinson Charles Hain Wonder Wheelers Brinckmann Sis. Skating Blydears Charles & Lucille Jack Raffloer Jerry Mapes G & B Du Ray Gloria Bondy Buddy Rust of the state of th Palmer House Sid Caesar Maria Neglia Fosse & Niles

Hofel Bismark Leni Lynn Joe labell B & J Bradley Johnny Brewer O H Edgewater Beach Claude Thornhill O Marianne Fedele Paul Haakon D Hild Danegas Yed Mibassadors Morel Braden Braden William Company William C

Fosse & Niles
Ted Straeter Ore
Sherman Motel
flarry Hall
Bill Snyder Ore
"Salute to Rodgers
& Hammerstein"
Honey Dreamers
Raiph Sterling
Kenneth Mackenzie
Dusty Worrall

A NEW CONCERT STAR! HILDEGARDE CREATES NEW STYLE IN STRAWHATS!



AROUND BOSTON

. . in the handsome auditorium of the Marblehead High School-the theatrehome of the North Shore Players-an elegant audience, gay in Summer finery, sat rapt and still while Hildegarde, always the incomparable, worked the magic of a superb performance."

Fantastic Hit

"This is a new kind of show business!

"And it certainly is, for never before has a star of such magnitude prepared such a concert recital to play, in of all places, a Summer theatre! And, curiously, everyone connected with it will make plenty of money. It's a cinch to be a fantastic hit.

money. It's a cinch to be a fantastic hit.
"To begin with, it is magnificently pro-

"'Hilda,' herself, is magnificent in two sensational gowns and with two changes for every performance!"

Sell-Out Assured

"The show runs for at least two hours, with an intermission, and the audience was truly as select as at an opera opening, with notables coming in from all along the North Shore. And every night will be the same, with a sell-out practically assured."

-George W. Clarke, Boston Evening American.



HILDEGARDE SCORES HIT

"Impressarios who look beyond present narrow summer theatre horizons in an effort to give a shot in the arm to summer theatre fare deserve some kind of an accolade, so here's to Blake Johnson, 2nd, and John L. Watson, of the North Shore Play-It takes courage for gentlemen who pay the bills to boldly depart from familiar paths and these two had it. They brought Hildegarde, popularly known night club entertainer, to the Marblehead this week and it's nice to report that Hildegarde and the audiences aren't letting them down.

"A full evening's entertainment in the theatre is an adventure along uncharted trails for Hildegarde, too. Her act has gone over 'big' in the more intimate confines of night clubs and hotel dinner shows, but these appearances are 30 minute stints at their longest and an evening in the theatre requires an undiminished tempo of entertainment of well over an hour for an audience whose demands are not lulled by good food and its fizzy accompaniment.

"Hildegarde met the challenge handsomely for a capacity first night audience in her initial repertoire and after intermis-sion she not only met this challenge but that of dead microphones and the chuffing of the 10:40 train .

"Hildegarde sets herself a breakneck tempo and keeps up with it; a song such as 'There's No Business Like Show Business,' a quiet bit of nostalgia like 'My Heart Sings,' a rolstering 'See That You're Born in Texas,' and sandwiching them, a few corny jokes, relished because of the mix-ture of corn and flashing Hildegarde per-

"She is equally effective at the piano in solos and duets with Director Gloe.
"The opening night audience liked it very much."

—A. E. Watts, Boston Travele (July 27, 1949)

THEATRE NORTH SHORE PLAYERS

HILDEGARDE

HILDEGARDE

"This is a summer season full of novelties and unexpected pleasures, not the least of which, when the records are finally in for 1949, will be the engagement of the celebrated Hildegarde this week under the auspices of the North Shore Players at Marbiehead. Hildegarde, as an entertainer par excellence in the more elegant supper clubs and hotels, has won fame and fortune on the radio and through her many recordings, but last night was the first occasion when she had played in this vicinity before an audience in a regular theatre. The size of the Marbiehead Auditorium, which certainly lacks the intimacy of a night club and is indeed formidable in its dimensions, provided a considerable challenge in itself, and since enterprise and courage are to be commended in the theatre as elsewhere it is pleasant to report that the evening went off extremely well.

"Hildegarde, wherever she appears, is a masterly entertainer, even when she is making the carefully rehearsed seem impromptu... Her appearance is engaging and attractive. Her costumes are striking, especially a lovely white satin gown sewn with sequins and she adapts her style adroitly from the softly sentimental to the lustily patriotic or cheerfully comic.

"The style of show that she presents is an enlarged version of her supper club act, running for close on two hours and consisting of a series of songs and piano selections. "Among Hildegarde's many assets are her generally good diction and power of projection which appeared to carry even her most intimate numbers to the back of the hall."

—Elinor Hughes,

The Boston Herald.

Elinor Hughes, The Boston Herald. (July 26, 1949)



HILDEGARDE PLEASANT SUMMER SEASON SURPRISE

"Hildegarde sans a hefty nightclub tab and a 'head' the next morning is one of the pleasantest surprises of the current 'straw-hat' season. Imagine her, she begs you to imagine, playing in a schoolhouse!

"For this very snazzy darling of the night-clubs and the smart hotel supper-rooms is doing just that ... playing to capacity in the Marblehead High School Auditorium under the sponsorship of her manager, the celebrated Anna Sosenko, in association with the North Shore Players.
"It is Hildegarde's first and only summer

celebrated Anna Sosenko, in association with the North Shore Players.

"It is Hildegarde's first and only summer theatre appearance, Judged from this week's informal airing along the Mosquito Circuit, Hildegarde should be a hit on Broadway. The customers are extravagant-ly vocal about her and her highly-original-for-the-theatre show.

"It is doubtful if any other summer theatre production has assayed even a fraction of the intermission sidewalk debating chalked up by this hotter-than-hot 'straw-hat' novelty.

"... adds her pianistic skill to an act that delighted the seat-holders no end.
"Appearing in a series of her customarily low-hung, strapless, clinging-as-the-skin-ona-peach gowns, the begloved charmer of a chanteuse beguiled the evening away for possibly one of the most appreciative audiences her showmanship has ever assembled... Hildegarde's enormous capacity for bringing the utmost in showmanship to her performance has built this ambitious girl from Milwaukee into the world's highest paid woman entertainer."

—Peggy Doyle,

Boston Evening American.
(July 27, 1943)

Continued On Page 51



MY BOSTON

"Hildegarde (there's that gal again') proved to be even better on the stage at the Marblehead summer theatre, in her two-hour one woman show than she has been in the Oval and Terrace Rooms . . On opening night it was remarkable how she held the attention of the audience of 1,000 for an hour and 47 minutes, with one intermission. I have never heard so much favorable comment in a theatre lobby. Evidently most of those present were seeing Hildy for the first time . . The sound system failed after the first act but the lady from Milwaukee survived that ordeal with flying colors. It was nice seeing her up on a stage instead of on a supper room floor and I hope she continues in the theatre. Frankly, the Marblehead audience was spellbound."

-Alan Frazer, Boston Evening American. (July 27, 1949)



NEW FARE AT LOCAL SUMMER THEATRES

Hildegarde Gives Her One-Woman Show for North Shore Players

"Hildegarde, the one and only, is prob-ably the hardest working woman in show business, this week.

ably the hardest working woman in show business, this week.

"For this, her first Summer theatre appearance, the public is rallying loyally and in large numbers.

"Hildegarde has that energy, that drive and forceful personality which deposit an audience in the palm of her hand in somewhat less than no time at all.

"When she announces some of her old favorite numbers like "There's No Business Like Show Business,' 'It's a Great Big, Wonderfål World' or "The Last Time I Saw Parls,' a loud, anticipatory gasp goes 'round the house. When she tackles that conventional ingredient of supper club humor, the sexy Innuendo, she does it slyly and gaily. Which is pleasurably different from laying it on with a trowel.

"How Hildegarde can keep up her whirlwind pace for more than two hours beats me. But she does, running from patter to song to piano pleces."

—Cyrus Durgin,

The Boston Daily Globe.

-Cyrus Durgin, The Boston Daily Globe. (July 27, 1949)



AT THE THEATRES

North Shore Players

"In the history of the Summer theatre, July 25, 1949, is already a red letter day. It was then that the North Shore Players scored their greatest pioneering success with the premiere theatre presentation of Hilldegarde, truly one of the most scintillating and thoroughly delightful entertainers of our time. You have to see it to believe it!

ers of our time. You have to see it to believe it!
"Though she has been a star in radio for a long time, it was obvious after only five or 10 minutes last night that this girl's best entertaining medium is 'in person.' She leaves you a little breathless, not only with her vivacity and versatility, but also with her sparkling charm and natural beauty. "With Hildegarde, all the traditions of the Summer theatre go out the window. No longer will producers and managers have to be content with straight plays, new or old. From now on, they can point to the

(Continued on Page 51)

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VOL. 175 No. 9

NEW YORK, WEDNESDAY, AUGUST 10, 1949

PRICE 25 CENTS

R CHEESE

Goodson-Todman's Dept. Store

Translating into cold statistics the Mark Goodson-Bill Todman into character and current popularity of the shows.

The Goodson-Todman combo adds up to the biggest merchandising stunt in show business. They give away, via their multiple showcasings, \$3,000,000 in merchandise a year—on "Hit the Jackpot," "Winner Take All," "Stop the Music" (in association with another big league giveaway operator, Lou Cowan), "Beat the Clock," "Time's a Wastin" and "Spin to Win."

That's enough merchandise to stock a good sized department store and keep it running for 10 years.

Continuous Action Filming, Via Video Technique, May Solve Kine Problem

Hollywood, Aug. 9.

Revolutionary new method of fim lensing that may be the answer to television's kinescope problems and eventually be picked up for major film production has been developed by indie producer Jerry Fairbanks.

Combining the

veloped by indie producer Jerry Fairbanks.
Combining the best advantages of both video and film shooting, the system permits a picture to be lensed in continuous action, even with cuts from one camera to another. In addition, the director can see, via a remote control monitor similar to that used by TV directors, what each camera is recording at all times. By equipping his cameramen with earphones, he can call the shots as he wants them. also as in a live TV show.
Finished product, being basically straight film, provides just as good quality as any motion picture. With Hollywood stars and their studios still complaining about the poor quality of kinescoping, Fairbanks believes his system may be the answer to luring them into TV. Test prints have shown the system can provide better lighting, sound and (Continued on page 63)

(Continued on page 63)

Cugat Paid Off in Coffee, Realty—Everything But Yanqui \$ on S.A. Tour

Xavier Cugat is sitting on a pile of coffee beans.

Xavier Cugat is sitting on a pile of coffee beans.

As the payoff for his recent seven-months tour through Latin America, the rhumba maestro amassed enough java to fill every cup in the Automat chain for a solid month. Typifying the dollar famine by junketing American artists, Cugat collected coffee in Rio, real estate in Montevideo and frozen pesos everywhere south-of-the-border. But very little in hard coin of the realm.

Cugat, who's planning another swing through South America plus Europe next January, will probably find himself the owner of a chateau as a result. The chateau, or \$25,000 per week in olive oii, has been proffered to the rhumbalst in lieu of dollars for a tour through Spain.

Summing up his recent circuit, Cugat said the Latin people "love Jazz but are about 10 years behind (Continued on page 63)

(Continued on page 63)

Decca's Q.T. 15th Anni In Deference to Jack Kapp Cincinnati, Aug. 9.

Decca Records quietly marked its 15th anniversary last Thursday (4). There was no celebration and no press promotion arranged. Company's executives and some of its other employees got together in one of the recording stu-dios, and that was all.

Lid placed on the occasion pre-sumably was due to the recent death of Jack Kapp, president and founder of the company.

CBS Has Edge On TV World Series

Cincinnati, Aug. 9. Possibility that the World Series

this year will be carried by a single

this year will be carried by a single television network, instead of being open on a pooled basis to all comers as it was last year, is expected to give the honors to CBS.

Both radio and TV rights to the Series were sewed up for Mutual on a several-years' deal by Edgar Kobak a few years ago when he was Mutual prexy. Mutual thus still holds the rights and, with Frank White, former Columbia Records chief, now at the MBS helm, it's expected that CBS will get first crack, since Mutual will not have a video network in operation by Series time. CBS similarly carried the All-Star baseball game on an exclusive basis last month. While Gillette will sponsor the

was Mutual prexy. Mutual this still holds the rights and, with Frank White, former Columbia Records chief, now at the MBS helm. it's expected that CBS willing first crack, since Mutual will not have a video network in operation by Series time. CBS similarly carried the All-Star baseball game on an exclusive basis last month. While Gillette will sponsor the Series on Mutual AM, assignment of the TV rights has not been made, but it is expected the safety razor firm will be in the bankroller's seat on both media. With the coaxial cable now extended to all major league baseball cities, all games of the Series will be available to every inter-connected city no matter which two teams play. Because there was no cable link between the east and west in 1948. games played in Boston were not seen by midwest viewers and those played in Cleveland were not available to setowners in the east.

RADIO ALSO SEEN **NEEDING GLAMOR**

The complaints are mounting in radio and television circles, par-ticularly in the reahn of TV, that the basic ingredient of show business-giamor-is being bypassed.

As a result, both media at a time when it's necessary to put their best show biz foot forward, are becoming hogtied with an over-abundance of "talk, talk, talk" shows that are driving the viewer and the listener away.

and the listener away.

Those whose interest in the perpetuation of a solid radio structure and the development of video programming with an eye toward boxoffice and ratings grounded in an appreciation of inherent show business values complain that both radio and television are taking the lazy and easy way out. They accuse the AM and TV programming impresarios of lacking the courage to step in and take over where once the Dillinghams and the Ziegfelds reigned.

As one complainant put it: "Let's

As one complainant put it: "Let's stop kidding ourselves; just as the stage was deeply rooted in glamor, girls, cheesceake, or whatever you want to call it, so it will go for video. That's always been the drawing card, and always will be. "But instead what are we getting, with but few minor exceptions. One forum show after another: one dramatic show after another. There's nothing but gab, gab. Dramatle shows and the so-called whodunits will and must "Continued on page 61).

(Continued on page 61)

'Big 3' Continue Hot Pace Despite B'way 'Dog Days'

Vaude Forces Burley to Dress Up; See Strippers Stripped of Action

Al Jolson Envisions 3d Biopic; Israeli Locale

Al Jolson, now in New York on a personal appearance buildup tour for the world preem Aug. 17 of "Jolson Sings Again" at Loew's State, N. Y., has an idea for a second sequel to the original "Jolson Story." Its locale would be in Israel.

Israel.

Having had his rather rich life immortalized in celluloid in the two pix, Jolson figures that his activities in the next two or three years on behalf of the youngest member of the United Nations, coupled with his still fertite show biz anthology, would be a sturdy story basis for a possible third pic for Columbia Pictures production.

NBC Shoots For Pinza and Martin

NBC has made overtures to Mary Martin and Ezlo Plnza, stars of the "South Pacific" musical smash, to do a half-hour weekly nighttime

show.

Miss Martin says she's not anxious to do a regular air series, but will reconsider if a proper format can be worked out and a good Sunday spot found. Pinza's willing to go along, but up tili now he's held out for a \$4.000 fee on any air commitments ("Telephone Hour," etc.).

NBC's idea would be to combine both light classical and pops, with the Martin and Pinza combo carrying on a light dialog line. If proposed program can be worked out, NBC will submit it to agencles for reaction on commercial nibbles and then decide whether or not to schedule it as a sustainer.

BEA LILLIE TALKING TO LOGAN ON TUNER

Beatrice Lillie has been taiking to Joshua Logan about a musical. possibly for this season. Comedi-enne, who sails Friday (12) for England aboard the Queen Mary, is tentatively set to resume her tour in "Inside U, S. A" in Octo-She'll be back in six weeks, but has not signed a contract to resume in "U. S. A."

sume in "U. S. A."

Miss Lillie knows nothing about a report that John van Druten is writing a musical comedy book for her. Van Druten, currently in Europe, will be represented on Broadway this fall by Alfred de-Liagre, Jr.'s production of his new play, "Bell, Book and Candle."

Chicago, Aug. 9.

Burlesque is due for a "new look" when the eastern wheel formerly the Izzy Hirst circuit) and its midwest counterpart teeff for the 1949-50 season around Aug.

for the 1949-50 season around Aug. 26.
Probably activated by vaude's comeback, the burley brass and its impresarios figure they'll have to dress up the format in forthcoming season. Just how they'll do it is still the \$64 question, but as one of the toppers of the wheels put it, the girl-and-giggle shows will now have to really give them something what with vaude's mushrooming to the hinterlands, where in past seasons the burleys were the only flesh exhibits to hit those territories.

Showmen of the circuits are con-

the only flesh exhibits to hit those territories.

Showmen of the circuits are convinced that the plethora of strips has run its cycle and that In few spots the stag audlences are insufficient to keep wickets turning at profitable pace. Also, many of the circuit houses are of limited capacity that would practically render them useless for policies other than grind pix—and they don't want that to happen.

Some operators are plugging for a change nearer burley's original format of book shows spaced by a vaude olio, with more accent on comedy and less stripping. They solidify this argument through claiming that all the strippers have branched into other and more profitable fields and that the Jenny-come-latelys seemingly prefer the cafe dates to a Cook's tour with the wheel shows. If the thought holds, more attention will also be given to comedians with peelers not entirely limboed but (Continued on page 63)

(Continued on page 63)

TV Color Too Hot For Sarnoff, Sees Long Life for AM

Hollywood, Aug. 9. David Sarnoff, high man at RCA-David Sarnoff, high man at RCA-NHC, undoubtedly has some very definite ideas about color televi-sion and when it will break, but he is discreetly reticent about sharing lis thoughts with anyone else, Asked point-blank about tinting-the-vid, he replied, "No, that sub-ject is too controversial; I'd rather wait until the facts are developed at the FCC hearings."

al the FCC hearings."

Here for a week following his encampment with NBC's western division chief, sid Strotz, at Bohenian Grove up north, Sarnoff termed his visit "a general inspection trip." He looked over the NBC layout in Frisco and Hollywood and said he liked what he saw: KNBH's teevee signal in Hollywood is the best he saw, which concurs with the Hollywood consensus.

consensus.

As for radio, he thinks it has a good many years left and "will always be welcome and needed." He's due to return east this week.

Spa Biz Blah as Easy Money Scrams Saratoga; Resort Bids for Masses

Saratoga Springs. Aug. 9.
The disappointing take at Saratoga Springs follows the trend made evident in Miami Beach and made evident in Miami Beach and other luxury resorts, indicating that nearly all high-priced spanust get down to the price level of the masses or go dark. The tera of angling trade to the big spenders is virtually over, operators feel.

Saratoga is the Saratoga in the saratoga is the saratoga in the s

Saratoga is the latest instance of the evaporation of the free and easy coin. It's true that there are more vacationers this year than of the evaporation of the free and easy coin. Its true that there are more vacationers this year than in previous annums—but it's also evident that there's less money being spent. Track attendance is above last season, but the handle is somewhat lower. The attendants at the \$50 windows have enough leisure to finish "Gone with the Wind" but the boys at the \$2 windows are constantly on the go. The beaneries are doing the majority of business while swank restaurants are catering to a comparative few.

Indications that the fast money is on the wane is seen by the long line of taxicabs waiting to take customers to the track at \$1.50 a head. The hackies are hawking for all they're worth in an effort to make the short Saratoga season pay off. The trade is slim, but the 10c busses make departures every few minutes.

Another indication of the declining opulence of the spa is seen in the sparse lobby crowds of the major hotels. The smaller inns and the rooming louses are doing comfortable business.

and the rooming houses are doing

comfortable business.

Like Miami Beach, Saratoga businessmen are wondering whether

(Continued on page 63)

WANGER SET TO ROLL GARBO'S ITALO PIC

Walter Wanger returned to the Coast over the weekend after 10 days in New York endeavoring to set his financial arrangements for filming of the Greta Garbo-starrer. "Duchess of Langcaise," in Italy. He consummated no deals, but will be back east in about a week to set final details.

Producer has set a budget of \$1.000,000 on the picture, of which he needs about \$300.000 in dollars and the rest in lire, francs and pounds. He discussed a number of deals with outfits with frozen coin, but has not come to a decision on any yet.

coin, but has not come to a de-cision on any yet.

One of the factors involved is the distribution. Wanger may make a deal for release of the pic which will include supply of for-eign currencies by the distrib. Producer plans shooting in Italy and France with editing and lab work to be done in England.

Calleia's London Play

Calleia's London Play
Principally active in films the
past 15 years, Joseph Calleia
returns to legit next month when
he co-stars in Leon Gordon's new
play, "Till the-Thaw," Piece will
be presented at London's West End
with Wanda Rotha handling the
femme lead.
Long a freelancer, Calleia just
completed a stint in Columbia's
"Palomino," a western which Robert Cohn produced. The veteran
actor plans to remain abroad at
least a year regardless of the
length of "Thaw's" run. Title,
incidentally, is a tentative one.

length of "Thaw's" run. Tincidentally, is a tentative one.

Appeals Petitions On Trumbo, Lawson In Wash, This Week

- Washington, Aug. 9. Charles Houston, of counsel for Dalton Trumbo and John Howard Lawson, said he has heard from the Coast that the appeals petitions for Trumbo and Lawson should be in Washington by Thursday (11). The petitions and briefs will ask the Supreme Court to hear an appeal on the conviction of the Hollywood scripters from their contempt of Congress conviction.

viction.

Friday is the last day for filing the petitions with the high court. It is expected to rule some time in October whether it will take the case. Lawson and Trumbo were convicted in federal district court, here, and their convictions were upheld by the U. S. court of appeals. The other eight "unfriendly witnesses" have waived their trials and have agreed to abide by whatever is the outcome of these two cases.

'The 10' Retain Milton Diamond Hollywood, Aug. 9.

Hollywood, Aug. 9.
Milton Diamond, of N. Y. law
firm of Poletti, Diamond, Freidin
& Mackay, with whom Franklin D.
Roosevelt, Jr., and Bartley Crum
are associated, has been retained
by the "Unfriendly 10" to work out
terms in any attempts at settlement of the \$60,000,000 in suits
they have against film companles
growing out of contract suspensions and firings following their
failure to answer \$64 question before Un-American Activities Committee last year. mittee last year.

Diamond was here recently with Diamond was here recently with young Roosevelt, when latter, recently elected to Congress, spoke before United Jewish Welfare fund meeting in Beverly Hills. Diamond conferred with Robert W. Kenney, Charles Katz and Ben Margolis, local counsel for "the 10" at that time. Crum has been associated in the suits since the beginning. beginning.

If no settlement comes suits will continue, with hearings possibly

Burns & Allen's First London Date in 12 Yrs.

George Burns and Gracie Allen, who sailed for Britain last week on the Queen Elizabeth, will make their first vaude appearance in 12 years when they open a two-week stand at the London Palladium shortly after their arrival. Couple's last stint at the British house was in 1934.

in 1934.

Comedy team, of course, did numerous cuffo p.a.'s for camp shows during the war. With the windup of the Palladium booking the pair goes to Paris for vacationing, then returns to the U. S. via plane. They're set for a CBS airer which starts Sept. 21 bankrolled by Ammodeln.

Ben Blue and composer Rudolf Friml also sailed for Britain on the Elizabeth, former likewise to ap-pear at the Palladium.



VARIETY

374th WEEK!

3,812 Performances
All-time long run record in the legitimate theatre. KEN MURRAY'S

"BLACKOUTS OF 1949" El Capitan Theatre, Hollywood, Cal. And now in world-wide release
"BILL AND COO"
Ken Murray's
Academy Award Film

TV Test Case On **Old 'Hopalongs**

Los Angeles, Aug. 9.

Test suit to determine TV rights in old films, made under forms of contracts in vogue before video loomed importantly, is currently being fought here. It involves the tele rights in 13 "Hopalong Cassidy" westerns being reissued by Masterpiece Productions, N. Y.

Jules Weil, Masterpiece topper, has brought the action in California superior court against Toby Anguish, indie TV producer on the Coast. He seeks a declaratory judgment and damages in an amount to be determined later. Anguish claims to own the TV rights to the 13 oaters via a deal made with Clarence E. Mulford, who wrote the original yarns; Doubleday, which published them, and Bill Boyd, star of the pix, who owned a piece of them.

Interpretation of the old standard form of contract is Involved, with the result providing an important precedent. Anguish claims that Weil did not obtain videorights when he bought the reissues from United Artists, which in turn had acquired them from Paramount. Leonard E. Meyerberg, his counsel, maintains that Mulford, Doubleday and Boyd had reserved TV rights when they sold the films.

Irwin Margulies, attorney for Masternies in the reserved for the contract of the contract of the contract of the contract of the means of the films.

reserved TV rights when they sold the films.
Irwin Margulies, attorney for Masterpiece, interprets the contract to mean Mulford, et al., reserved rights only in the literary material, not in the finished pictures themselves. In other words, he contends, Anguish has the sole right to use of the "Hopalong" character and yarns for new TV films or live action shows, but Masterpiece got the TV rights in the 13 pictures when it bought them.

Personal Services, Such As U.S. Talent, Exempted From Britain's \$ Curbs

London, Aug. 9.

London, Aug. 9.

Britain's latest dollar-saving campaign, which originally was reported to have clamped a threemonth ban on importation of Amercian artists, won't affect U. S. talent after all. Treasury points out that the step exempts personal services and therefore performers fail to come within its scope.

In disclosing the austerity measure early last week, the Treasury's first announcement through its official spokesmen gave an erroneous

nrst announcement through its of-ficial spokesmen gave an erroneous picture of the situation. Later the government agency hastened to advise the press that the new re-striction won't hit American talent in any way.

Deanna Durbin, U End 13-Year Assn.

Hollywood, Aug. 9.

Hollywood, Aug. 9.
Deanna Durbin ends 13-year association with Universal Sept. 1.
Deal to star her in coin-unfreezing film abroad has been abandoned.
She hasn't made a picture during past year, although she drew \$300,000 in salary. No new deals set.



Malvern, England.

Understand on high authority that Luxembourg is going to become the GHQ for the Atlantic Pact, and that Perle Mesta, the newly appointed U. S. Minister there, will soon be named Ambassador. The joint High Command, now headquartered at Gen. Montered and the command of the comm sador. The joint High Command, now headquartered at Gen. Montagomery's Chateau de la Riviere at Fontainbleu, will be transferred to Luxembourg, and in time its affairs administered by a group of three: the French General Koenig. British Air Marshall Tedder and General Eisenhower. Gen. de Gaulle would have been chosen as Supreme Commander if he had not played politics so much.

played politics so much.

England's game now seems to be: If you don't continue to help us with our ERP deficits, we'll play neutral in the next war! My own survey of three weeks in England assures me Labor will win the next election—if no war comes about beforehand. Labor's win won't be as great as it was last time, but its majority will be comfortable. fortable.

fortable.

A week in London, two in the provinces, convinces us if you have to live in England, be sure you live in the provinces. This applies also to London. For although we had comfortable rooms with baths at Grosvenor House, the food situation is deplorable. And although the Labor Govt. has fixed the price of meals there are always means of circumventing them. For instance on all hotel bills of fare it is stated no more than five shillings can be paid for dinner; but at the same time a "cover charge" of six shillings per person is added; and at paid for dinner; but at the same time a "cover charge" of six shillings per person is added; and at the end of this meal a "surcharge" of two shillings six pence, bringing the \$1 meal up to almost three bucks per head. This same fee is tacked onto each meal; and in addition to all of this a "service 'surcharge'" is added at the end of the stay. Our floor servants troom waiters, valet, maid, etc.) all assured us they received not one penny of this extra surcharge, so of course we must tip them lavishly too. But the infuriated management informs us, the floor servants were lying: "We cut them in on every surcharge."

every surcharge."

A week at the Grosvenor House—photographing London, buying clothes at Norman Hartnell's and Austin Reed and Selfridge's; then two weeks in the country, one of them at the rambling comfortable Abbey Hotel in Great Malvern, near the center of England, and the other at the spacious, well operated Moorelands at Hindhead, 45 minutes south of London, three miles from Chequers (the Prime Minister's summer home) and within easy radius of Ascot, Eton, Windsor, Henley as well as all the South Coast resorts.

Though food makes little difference to some, we find this difference to some.

Though food makes little difference to some, we find this difference very important in Europe today, especially important in England. The food at Malvern and Hindhead was as good as any on the Continent away from England. The rates, service and accommodations commensurate. Having stayed at hoth the Abbey and the Moses. The rates, service and accommodations commensurate. Having stayed at both the Abbey and the Mooreland pre-both-wars I felt certain their service would hold up. It has. From Malvern I have commuted daily to the southern and the northern coal mines and steel pits of Wales; to the textile towns (Manchester, Birmingham, Coventry, Rugby, Chester, Leicester, Nottingham, Worcester) of the Midlands; to the farming country of Stratford-on-Avon, Broadway, Upton - on - Severn, Shrewsbury, Tewksbury, Wolverhamton and Bridgnorth. From Hindhead we have been as far west as Torquay and Plymouth, Bath and Bristol; east to Folkeston, Chichester, Canterbury and Brighton. We have run the gamut of the elements, with rain every day save five, and only two days with the thermometer about 80.

Cantor to Huddle Todd on '2-a-Day'

Paris, Aug. 9.
When Eddie Cantor arrives on the Queen Mary tomorrow (Wed.) in New York he will huddle with Mike Todd on the George Jessel. Ethel Merman-Cantor setup for the producer's proposed "Two-A-Day" at the Winter Garden on Broadway, Cantor wants to do several personals—he has a number of repeat fair dates set—and will bear down on "Take It or Leave It" (Eversharp) which he is privileged to tape-record for NBC.
Cantor was in Cannes 10 days.

tape-record for NBC.

Cantor was in Cannes 10 days where he did a guester with Maurice Chevalier on the latter's MBS "So This Is Paris" series. The comedian's opinion of the Riviera "It's Grossinger's, Lindy's, Hollywood, Broadway and not French Chevalier works with a studio audience and Cantor observed that "it sounded like Loew's State."

Cantor felt out Chevalier on television and found that the French star—like so many in America—"wants the big boys to experiment for a year and then maybe I can benefit by what they find out."

NEXT SHAW-PASCAL PIC 'ANDROCLES' (KERR)

George Bernard Shaw's "Androcles and the Lion." with Deborah Kerr starred, has been set by Gabriel Pascal as his next pro-

boral Kerr's started, has been set production. He plans to film it in Italy early next year, taking advantage of natural settings provided by the old ruins for the yam localed in ancient Rome.

Pascal has picked up the one-picture option on Miss Kerr's services that he retained when he turned her contract over to Metro several years ago. Producer, who has an agreement with Shaw giving him sole rights to film the playwright's works, is currently at the Mayo Clinic in Rochester, Minn. He underwent an operation there about two weeks ago and will be laid up for another couple weeks.

Florence George Back From European Tour

Concert singer Florence George trained to the Coast over the weekend after arriving in New York last Wednesday (3) from a three-month European tour. Accompanying her west was her husband. Everett Crosby, brother and manager of Bing, who also made the swing through Continental capitals.

A coloratura, Miss George sang at such overseas meccas as St. Andrews Hall, Glasgow, and the Drottningholm theatre, Stockholm. In regard to Bing's activities, Everett Crosby said there was little chance that his brother would make a film or appear in vaude abroad.

Nicholson to Head Up Army Info in Germany Washington, Aug. 9.

Army Info in Germany at Washington, Aug. 9.

Newspaper publisher Ralph Nicholson leaves for Germany at the end of the month to take charge of the Army information program including motion pictures. Announcement of his appointment is expected shortly.

Nicholson, who will be a top assistant to John J. McCloy, the U. S. High Commissioner, said that U. S. High Commissioner, said that changes in the picture program are under discussion in Army circles. Just what these shifts would be, be did not disclose, but he explained that the Army will be hampered by a shortage of budget. Nicholson recently spent two weeks in the U. S. zone of occupied Germany as an observer. He recently sold his New Orleans tem to David Stern 3d. However, he retains a half interest in the Tampa Dally Times and in radio station WDAE there.

with rain every day save five, and only two days with the thermometer about 80.

England's crops are three weeks arlier than ever; they appear excellent. It doesn't look as if as much land is under cultivation this year as last, but what is, is in topnotch shape. There appear to be more cattle, sheep and chickens than I saw a year ago, but less people working on the farms.

The English people still look dowdy, but there are lots of clothes in the shop - windows, though the prices seem to me to be very high. Mrs. Vanderbilt likes Norman Hartnell's things better than those of all the Paris showings including Jean Dessus. She likes "Utility" tweeds at Jaeger's in Stratford-on-Avon and Selfridge's in Stratford-on-Avon and Selfridge's in ready-to-wear.

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20th's Willingness to Double-Bill With Brit. Pix May Spark New Hassle

Looming as the next major controversy among member companies of the Motion Picture Assn. of America is a reported move by 20th-Fox to force abandonment of the unit rule in England. That rule, announced by MPAA prexy Eric Johnston in Britain last year, bans the mixed packaging of British and American features in double-bills booked among Anglo circuits.

Under the Johnston declaration, the rule expires next April unless the companies can agree upon its extension. Twentieth, it is said, has aiready served notice on other MPAA members that it will sell its product along with British film when the original time limit expires. Number of other Yank distribs want the same ban continued and a fight is believed brewing.

While the rule holds until April, question of an extension is already a pressing matter because Yank distribs customarily book their product in British circuits some six months ahead of actual playdates. Hence, spring bookings must be handled in the coming fall. Without a decision on the unit rule, majors would be stymied in dealing with the British chains. The Johnston declaration was predicated on a prior agreement by ail companies that they would abide by the announcement. If 20th refuses to go along and persuasion fails, other companies will be forced to drop the policy.

Ruie was first announced following a long hassle with Odeon and Gaumont-British chains. both operated by J. Arthur Rank. (Continued on page 27)

Bergman-Rossellini Idyll Seen as B.O. Boost For 'Stromboli,' NG for 'Joan'

Stromboli, Nu 101 Joan Ingrid Bergman's announcement from Italy over the weekend of plans to divorce her husband—with the implication that she would marry director Roberto Rosellini—is figured by most industry observers as still another blow at her aircady struggling "Joan of Arc." At the same time, it is thought it will be another publicity hypo to kick up business for "Stromboli." which Miss Bergman and Rossellini are now making in Italy.

Aura of scandal in the heavy press and radio treatment of Miss

Italy.

Aura of scandal in the heavy press and radio treatment of Miss Bergman's romantic entanglement with Rossellini is cause for the fears concerning the effect on "Joan" business. It is believed that this will offend religious groups on whom the pic must depend for much of its b.o.

On the other hand, "Stromboli" is strictly a romantic item and the large amount of publicity has created a great deal of public interest in the new Bergman, as seen in the pic, as well as the locale itself.

In the new Bergman, as seen in the pic, as well as the locale itself.

Both pix are being handled by RKO. "Jean," which so far has played about 2,000 engagements, ail at upped admissions, has approximately \$2,500,000 in the till, let started out fairly well, but there has been a severe dwindling (Continued on page 63)

BALABAN MAY ENCORE **EUROPE 0.0. THIS FALL**

Barney Balaban, Paramount's Prez who is currently in Europe on Zanuck Meeting Skouras a three-week vacation with his famliy, may return to the Continent in the fall for an extended trip. Under discussion are plans for the Paramount topper to accompany George Weitner, Par's foreign thief, when the latter takes his reg-ular swing through Europe in Oc-tober.

Balaban has not seen the com-pany's European offices since the outbreak of war and is hankering to give them a thorough inspec-tion. Time does not permit on his present visit. He also expects to visit England in the fall as part of the same trek.

Freeman's Par Pinch-Hit

Y. Frank Freeman, Paramount studio veepee currently in New York, is pinch-hitting as a sort of acting president in the absence of Barney Balaban who is presently vacationing in Europe. In answer to inquiries as to his duties in N. Y., Freeman's response is: "I'm minding the store while Barney is away." Studio biggic is operating out of Baiaban's office.

Additionally, Freeman has participated in distribution meets and has been eyeing the corporate setup to determine whether further-economies are feasible.

Par-Butterfield Can't Agree, So **Auction Ordered**

After several months of fruitless After several months of fruitless negotiations to reach a deai on the Butterfield circuit, Paramount is preparing to advertise for public bids. It will be the first partnership chain held by the company in which a breakup is arranged by the public auction method. Under that system, Par will put its minority interest in the circuit on the block with the highest bidder getting the property.

the block with the highest bidder getting the property.

Major company holds a one-third slice in some 20 houses and one-fifth in the remaining 100. Clr-cuit blankets the state of Michigan. Purchaser of the Paramount share would be entitled to two directors on the board of seven

would be entitled to two directors on the board of seven.
Par has refused an offer by the Butterfield interests at a price based on computations similar to those used with RKO. Latter company recently liquidated its cut in Butterfield through sale to the management. Par maintains that RKO took too low a figure.
Monte F. Gowthorpe, former Paramount theatre exec, is head of the chain. His entry into the circuit apparently has not smoothed the course of negotiations.

B'way Ads on Negro Pic Deemed Tinged With Bias, FC Revises Its Campaign

Foliowing squawks from individual patrons and organizations, Film Classics has partially revised its ad campaign for "Lost Boundaries," currently piaying at the Astor, N. Y. Paradoxically, ads and lobby displays for this film, which Louis de Rochemont produced to counter anti-Negro bias, were charged with fostering racial prejudice. FC execs, handling the pic's release, denied any such intent but have moved to tone down their promotion copy.

tent but have moved to tone down their promotion copy. FC has already expunged the word "coon" from one of the post-ers used in front of the Astor. Originaily, the Motion Picture Assn. of America advertising code execs queried FC on its usage of (Continued on page 63)

In Paris on 20th Biz

Paris, Aug. 9. Skouras, 20th-Fox Spyros P. Skouras, 20th-Fox prexy, will plane back to the U.S. next week after talks with production chief Darryi F. Zanuck who's coming up to Paris from the Riviera this weekend (13). Skouras and Murray Silverstone. 20th International prez. presided over a Continental staff convention yesterday (Mon.) which wound up with a luncheon on top of the Elffel tower. Silverstone is taking off for Tel Aviv to fetch his family and then will swing back to Paris with a stopover in Genoa.

U'S SEIDELMAN SETS PATTERN

American film companies have hit upon a successful pattern for the liquidation of frozen pounds in Britain. Already, the majors have retrieved in cash or otherwise used up more than 80% of their estimated earnings during the initial year of the Anglo-U. S. film agreement. A rush is currently agreement. A rush is currently on to take care of the remaining 20% and what is earned in the future before the curtain bangs down on further maneuvers on June 30, 1950.

Fruitful negotiations to take

June 30, 1950.
Fruitful negotiations to take care of Universal's leed currency in Britain were disclosed this week by Joseph H. Seidelman, U's foreign chief, on his return from abroad. U has worked out three methods which will absorb its entire 800,000 pounds (\$3,200,000) reresenting what the company has and will earn in the two years which end in mid '50.
Paramount, the other major which has heretofore done little to thaw its pounds, is getting set for similar maneuvers. Paul Raibourn, Par's veepee and fiscal expert, goes to Britain this month to recommend specific investments.. Par has already piled up 500,000 pounds (\$2,000,000) in frozen assets. Other majors have made a number of important investments or launched into film production.

Aside from Par's and U's operations, the companies have suc-

Aside from Par's and U's opera-tions, the companies have suc-(Continued on page 22)

Pix Divvys in '49 2d Qtr.: \$10,241,000

Washington, Aug. 9. Washington, Aug. 9.
Total dividends declared by the motion picture industry during the second quarter of this year amounted to \$10,241,000 as against \$13.038,000 for the same period in 1948. Department of Commerce figures, however, reveal that during June, the pix industry sliced a \$7,419,000 melon, exceeding the \$7,280,000 dividend in June of iast year.

Chief reason for the fall of this year's second-quarter divvy was the failure of the Stanley Co., Warner Bros. theatre subsid, to declare its regular dividend. Commerce Department officiais point out that the announced figures represent only about 60% of all dividends distributed by the industry.

Hughes Has All Groups Bidding For RKO Theatres Vampin' Till He's Ready

Krim's Long Vacash

Arim's Long Yacash

Hollywood, Aug. 9.

Arthur Krim, president of Eagle
Lion, heads for New York next
week on what is likely to be an extended vacation. Krim's resignation from the top EL spot takes
effect Monday (15). He served
notice on the company several
months ago.

Krim is expected to go to Europe
for several months following a
short New York stay. He may be
accompanied by Robert Benjamin,
head of J. Arthur Rank's U. S.
org and a partner with Krim in
the law firm of Philiips, Nizer, Benjamin & Krim.

Johnston's ECA **Mission Causing** SIMPP to Worry

Indication that the relationship between the Motion Picture Assn. of America and the Society of Independent Motion Picture Pro-Independent Motion Picture Producers is not all turtie-dovey despite two recent meetings to plot "cooperation"—is seen in reaction of SIMPP members this week to reports that Eric Johnston would go to Europe shortly on a mission for the Economic Cooperation Administration. SIMPPites fear that the MPAA topper will take the opportunity to discuss fiim deals with foreign governments, particularly the British.

Suspicion of the motives for the Johnston trip abroad goes back to

Suspicion of the motives for the Johnston trip abroad goes back to the basic differences in approach to the industry's foreign difficulties (Continued on page 27)

Cohn Will Miss Preem

Columbia president Harry Cohn is due in New York about Aug. 19, following a six-week tour of Europe. He sails next Saturday (13) on the Ile de France from Paris.

Paris.

It is expected that he will remain east a few days for discussions regarding "Jolson Sings Again" openings at the State, N. Y..., next Wednesday (17) and at the Woods, Chicago, the following Wednesday, before continuing to the Coast.

National Boxoffice Survey Musicals Still Big, 'Summertime' Pacing Field-'Everything' Holds Strong in Second

Musicals again continue in the fore and are weathering a resumption of torrid weather with the most ease this session. Several key cities covered by VARIETY were helped by rain and a brief respite from the excessive heat, but even these reported still further heat waves starting over the weakend. "Anna Lu weakend "Anna Lu "An

Amigos," RKO reissue package, which is doing okay to big trade.
Top runner-up pictures are "Girl From Jones Beach" (WB), "Dan Patch" (UA) and "Not Wanted"

key cities covered by Variety were helped by rain and a brief respite from the excessive heat, but even these reported still further heat waves starting over the weekend.

"In Good Old Summertime" "Anna Lucasta" (Coli, which opens with fine to smash or great showings as well as nearly \$300,000 in total coin. "You're My Everything" (20th), showing a decided spurt this round, is a strong second while "Silver Lining" (WB) is an okay third, Latter was bo. champ last week.

"Any Number Can Play" (M-G, displaying sustained strength, again is fourth. "Home of Brave" (UA) is pushing up into fifth position via a brace of new bookings, ranging from nice to terrific. "Great Gatsby" (Par) is winding up sixth best because of several just fair showings.

"Mighty Joe Young" (RKO) is getting away in proving a delight to showmanly exhibitors, is copping seventh money while "Lost Boundaries" (PC) will take eighth place coin. Ninth slot goes to "Dumbo" "Saludos" (Par), and "Not Wanted" (FC). "Rope of Sand" (Par), on basis of snash showing at N. Y. Paramount, shapes as best newconner. "Anna Lucasta" (Col, which opens this week at N. Y. Capitol, also (wos promising, being nice in Providence and sturdy in Philadel-in "Yeiow Ribbon" (RKO) is obig solid trade in second K. C. week. "Great Sinner" (M-G) is obay in fifth N. Y. session. "Champion" (VA) is pushing up into fifth position via a brace of new bookings, ranging from nice to terrific. "Great Gatsby" (Par) is winding up sixth best because of several just fair showings.

"Mighty Joe Young" (RKO) is getting away in Sock fashion on N. Y. Victoria (Par) is big in Toronto (Complete Boxoffice Reports on Pages 14-15.)

Howard Hughes has all bidders for the controlling stock in the RKO circuit dangling. That predicament apparently applies equally to the so-called favored bidding triumvirate of Staniey Meyer-Cliff Work-Matty Fox as well as Floyd Odium, Atlas Corp. prez; Maleoim Kingsberg, RKO theatre head, and at least one other undisclosed syndicated.

The Meyer, et al. offer ran out Friday (5) and the trio are still waiting word from Hughes on whether he will sell his 929,020 shares to the syndicate at \$6 per share. Meyer & Co. expects to close a deal but any hopes which they may have entertained for a fast nod from the RKO biggie have not been realized. From all appearances, Hughes remains closeted with his advisors muiling the fate of the big circuit.

Meanwhile, as late as yesterday (Tues.), Merrill, Lynch, Pierce, Fenner & Beane, Hughes' New York reps, received no word that a deal had been closed with Meyer interests. The N. Y. house is continuing to negotiate with at least two outside syndicates, one of which is probably that of Kingsberg.

two outside syndicates, one of which is probably that of Kings-

erg. Odium, who holds an option to (Continued on page 24)

Paramount Circuit Quizzing D.C. on OK To Add New Theatres

Washington, Aug. 9.
Officials of the new Paramount circuit which gets its birth Jan. 1 have been meeting with the Department of Justice in an attempt to determine how far the chain can go under the Paramount consent decree in building new houses. Attending D. C. confabs on that knotty question have been Leonard Goldenson, prez of the coming circuit; Robert O'Brien, future veepee; and Walter Gross, general counsel. The big point to be ironed out is the decree's provision which (Continued on page 27)

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Television Reviews

Faster Film Playoffs Create Seller's Market on B'way; Distribs Call Shots

In complete contrast to war and postwar boom days, the distribs are calling most of the shots currently in the booking of product in Broadway houses. Not only is it pretty much the seller's choice on where he'll spot his pic, but some exhibs are reportedly giving way considerably on "tough" deals.

Prime force behind this switch-over is, of course, that ancient economic factor: supply and demand. A couple of years back, when pix were regularly holding over for long runs, there were too many films for the number of houses. Now it's vice versa.

Reflecting the change is, the burn currently by City Investing Co. against Columbia over booking "Jolson Sings Again" in Loew's State, N. Y. Maurice Maurer, Cl's theatre operating head, thought he had a half-promise from Col to put "Jolson" into his Astor, but didn't count on the \$250,000 film rental guarantee demanded by the distrib. He refused to give it.

Maurer thought the guarantee excessive, particularly after he had played along with Col, he felt, on two previous pix in the Astor which did not quite measure up to expectations. They were "Knoek On Any Door" and "We Were Strangers." He had hoped that this would soften up Col sales chief Abe Montague on giving "Jolson" to the house. He had given lesser (Continued on page 13)

'Shaking-Down' Process Has Put Hollywood On Even Keel—Joe Hazen

First shock of the economies that started to hit Hollywood two years ago have been fully absorbed years ago have neen tuily absorbed now and results are being seen in greater efficiency of production and improved quality. So says Jo-seph H. Hazen, president of Hal Wallis Productions, who fiys to Eu-rope on Friday (12). "It has taken this long for the industry to get completely shaken

"It has taken this long for the industry to get completely shaken down to the new conditions," Hazen declared, "but the people in Hollywood are now going about their work in a better frame of mind. Those who had to go are gone and those who have remained feel more secure. No longer works are the secure with the secur gone and those who have remained feel more secure. No longer wor-ried that they won't have a job tomorrow, they're showing much greater efficiency."

Hazen added that the resistance to economy which was felt on every

side a couple years ago has now passed and there is general recog-nition that "extravagance and nition that "extravagance and showmanship are not necessarily synonymous, that you can exhibit plenty of showmanship but be sensible about costs."

Divorcement and the disintegrat-

Divorcement and the disintegrating British situation may make further curtailment necessary in a year or so, the former Warner Bros, exec warned. He admitted, however, that the effects of divorcement on production can't be ascertained with anything less than a crystal ball.

Hazen clippers to England to Join his partner, Wallis. Latter is now in Italy shooting exteriors and locations for "September." Hazen expects to return to the U. S. with Wallis early in September. On the way over to Italy, Hazen said he would stop in England for a week or so for a gander at the situation there. His family will go to Italy by ship and join him there.

JUDGE ORDERS SALE OF GOLDWYN STUDIOS

Los Angeles, Aug. 9.
Sale of the Samuel Goldwyn
Studios was ordered by Judge Paul
Nourse in L. A., superior court,
winding up a long legal battle between Goldwyn and Mary Pickford. Coin derived from the sale
will be split three ways among the
owners: 41/80ths to Miss Pickford;
20,20ths to Goldwyn Productions

owners: 41/80ths to Miss Pickford; 20/80ths to Goldwyn Productions, and 19/80ths to the Formosa Corp., owned by Goldwyn.
Property was ordered sold not later than Aug. 31, with the minimum bid set at \$1.500.000, although estimates of its value run as high as \$2.500,000. Sale will be handled by three referees. Charles Shattuck, Alexander MacDonald and Louis J. Pfau, Jr.

Welles Redubs Lines On 'Macbeth' in Rome

Hollywood, Aug. 9.
Print of "Macbeth" is being sent
to Orson Welles by Republic so
star can redub his lines. Studio
has completed full redubbing of all other players, cutting thickness out of Scotch burr.

Welles has no plans for returning to U. S. in near future, so Republic has asked him to do his end of job in Rome.

Film 'Festivals' **Tied Too Closely** With Ideologies

While Hollywood long has been cognizant that awards granted at overseas film festivals often are overseas him testivals onten are inspired by political considerations rather than the true merit of the entry, it continues to be relatively active in the pix competitions. U. S. film men feel that the publicity derived from the showings usually offsets the lack of prizes.

offsets the lack of prizes.

Pointing up the alleged favoritism at festivals is last week's action of the Italian delegation in withdrawing from Czechoslovakia's International Film Festival held at Marienske Lazne. The group from Italy left in a huff after both the Czechs and Russians disclosed that they had no intention of participations. they had no intention of participating at either the Venice or Cannes

fests.

In refusing to enter the Italian and French meets, the Russians claimed the "capitalistic" rules could not be expected to give them a fair shake. On the other hand in the Czech conclave, which closed Saturday (7), the all-Czech jury handed practically all of the major awards to Russian entries. Brushed off were such American pictures as Warners' "Johnny Be-(Continued on page 27) pictures as Warners' "Jonna. (Continued on page 27)

MORE READJUSTMENT OF B'WAY B.O. SCALES

Several Broadway firstruns have trimmed their scales. The Roxy has eliminated its weekend top of \$1.80, getting \$1.50 which is in line with the other stage-film theatres' peak

tale.
The Victoria has dropped

1.25 ton instead of \$1.50. It ell \$1.25 top, instead of \$1.50. It eliminated its \$1.80 several months ago.
The Astor is keeping its \$1.50 peak price. The Criterion and several inated its \$1.80 several months ago. The Astor is keeping its \$1.50 peak price. The Criterion and several other houses announced several other houses announced several weeks ago a 50c admission for youngsters hoping to get patronage of kids out of school. The Rôxy also now has an afternoon scale of 95c on weekday afternoons up until 5 o'clock, being only a minor cut. It also has a \$1.25 admittance fee on Saturday afternoon until 5 p.m., apparently to get juve attendance. Virtually all houses on Broadway now open up with a 50c or 55c admission. However, with "Mighty Joe Young." the Crit is pushing up its prices fast, getting a general admission of 80c weekdays last week before 1 o'clock.

Feeling among N. Y. showmen is that the realignment of seales, especially with straight-film theatres, is in line with the competition from stage-film houses. High scales for film-only spots hardly were justified, it was clalmed, in in the face of less than \$1 top weekday nights at the Palace with vaudeville and films or as compared with the Music Hall or Paramount, for instance.

Col. Suspends Vidor

Hollywood, Aug. 9.
Columbia has suspended Charles
Vidor for refusing to direct "The
Petty Girl," skedded for Aug. 29
start with Robert Cummings and
Joan Caulfield starring. Nat Perrin produces

Official reason for suspension is Studio's statement that Vidor failed to "act in good faith." Vidor re-mains silent, but it's believed he objected to final script.

Glorifying Popcorn

Walter Wanger is apparently convinced of how much money there is for the picture industry in popcorn. So much so he's going to build the popcrackle-crunch rights into a

nim.

He registered with the Mo-tion Picture Assn. of America last week two titles for feature pictures: "Popcorn" and "Pop-corn of 1950."

\$30 Prices for American Pix at Czech Fete As Red Winners Brushed

Motion Picture Export Assn. vesterday (8) gleefully greeted reports that ticket speculators had gotten \$30 apiece for seats to "Johnny Bellinda" and "Treasure of Sierra Madre" at the 4th International film festival, which closed yesterday in Marienbad, Czechoslovakia.

yesterday in Marienbad, Czecho-slovakia.

The Communist - dominated Czech officials awarded all top prizes to the Russian entries, with popular dissents being registered by the audlences. Commented MPEA, in part:

"Private advices from Czecho-slovakia reported that huge crowds had to be turned away from every showing of the American films. The prize-winning Russian films, on the

showing of the American films. The prize-winning Russian films, on the contrary, aroused little popular enthusiasm, despite tub-thumping by the festival authorities and the Communist-controlled Czech press. According to United Press, blackmarket operators got \$30 for a \$1 ticket at the theatre showing American entries.

ticket at the theatre showing American entries.
"Further evidence of the over-whelming popularity of American pictures with the people is shown by the fact that two U. S. features—"Arabian Nights" and "Adventures of Robin Hood"—are now playing on long runs in theatres in Prague and other key Czech cities to overflow audiences. So great is the demand for tickets that persons in boxoffice lines are sellpersons in boxoffice lines are sell-ing their places for fancy prices."

AUTEN'S FRENCH B.R. FOR 'THE MONEYMAN'

New production unit headed by W. E. Auten, formerly Eagle Lion's special rep in Europe, has been special rep in Europe, has been formed with a filmization of Thomas Costain's best-seller of 1947. "The Moneyman," slated as the first venture. Understood that "Moneyman" will get RKO release. Company, under the label Benagoss Productions, plans six pix yearly, all to be turned out in Europe.

Auten is currently on the Coast Auten is currently on the Coast, seeking a top director and cast, He is due in Paris Monday (15) to arrange for an early lensing of the unit's first pic. All films will be produced in English and aimed for the world market.

Understood that Auten has both an English and French partner with the trio contributing neces-sary financing. Mrs. Carolyn with the trio contributing neces-sary financing. Mrs. Carolyn Stagg, formerly story editor of Samuel Goldwyn, is acting as both story editor and talent supervisor for Benagoss.

for Benagoss.
"Moneyman" will be produced in French locales because the story, a period piece in the 14th century, takes place in France. New outfit will have its chief offices in Paris but will produce films anywhere on the Continent.

Benagoss topper is a son of Capt. Harold Auten, formerly connected with both United Artists and J. Arthur Rank. Son served as an aide to Field Marshal Montgomery during the war.

A Ripley: This Newark Indie Sues for Last Run

Major company attorneys are puzzling over a novel complaint aired by the Empire theatre, Newtark, in an anti-trust action flue against the eight distribs. While most treble-damage suits charge refusal to sell at a certain run, Empire's beef is that it wanted lastrun product but the majors refused to sell it any films at all. Empire is an old burlesk house which was to sell it any films at all. Empire is an old burlesk house which was converted into a flickery.

Action demands damages of \$1.692,000. Attorney repping the plaintiff is O. John Rogge; suit is brought in N. Y. Federal court.

'Finneran Plan' a Speckled Rainbow In the All-Industry Chicago Powwow

Lerner's 'Brig' Huddles With Rank on Pic Sale

Hollywood, Aug. 9.
Alan Jay Lerner leaves for N. Y.
today (9) to meet with Cheryl
Crawford and J. Arthur Rank representatives Aug. 15.

Rank reps will return from England on that date for further discussions on British producer acquiring film rights to Lerner's and Frederick Loew's "Brigadoon."

NBC Pledges Full Co-op to Fabian On Theatre Tele

The National Broadcasting Co. this week definitely committed itself to cooperate fully with Si H. Fabian in programming the indie Fabian in programming the indic circuit operator's theatre television outlets. Web's promise, made in a letter to Fabian by NBC exec veepee Charles R. Denny, Jr., helps to solve one of the thorniest problems confronting Fabian in his plan to build and operate the first theatre TV chain in the east.

theatre TV chain in the east.

Denny's assurances definitely open the possibilities of Fabian's getting both programs especially created for theatre TV by NBC and the web's regularly-scheduled commercial shows, such as Milton Berle's "Texaco Star Theatre." In regard to the latter, the web exec noted that it would bring up some "extremely complicated problems." "extremely complicated problems."
In a great number of instances,
Denny said, "special clearances for
theatre use would have to be obtained and in many cases it may
be impossible or impracticable for
us to obtain them.

"Nevertheless." Denny added,
"we will de what we reasonably
can to obtain or assist you in obcan to obtain or assist you in obtaining appropriate rights in order that such of our programs as you may request us to clear for use in your Fox theatre, Brooklyn, may be made available to you for that purpose on a reasonable basis. We have given further thought to the suggestions you made concerning the creation of specially-built television programs for use in your theatres. However, we cannot proceed further in this respect until we know specifically what kind of programs you need and the time we know specifically what kind of programs you need and the time at which you would propose to use them. At such time as you are in a position to furnish us with such information, we will be pleased to give you quotations on the production of specific programs to meet your specific needs."

N. Y. to L. A.

Benedict Bogeaus
Jean Dalrymple
Cy Feuer
Leonard Goldstein
Cary Grant
Al Horwits
Howard Le Sieur
Chico Many Chico Marx
Dolores Moran
Wayne Morris
Bob Moss
Pat O'Brien Pat O'Brien Robert J. Rubin Norman Siegel Al Tamarin Michael Todd Walter Wanger L. Arnold Weissberger Martha Wright

N. Y. to Europe

Ben Blue Malka Farber Joan Foutaine Russell Ford Joseph H. Hazen Mrs. Gus Kahn

Europe to N. Y.

Europe to N.
Eddie Cantor
Otto Harbaeh
William B. Levy
William Perlberg
Arnold Picker
Adolph Schimel
Samuel Schneider
Lee Shubert
Joseph H. Seidelman
Molly Day Thatcher

Allied's acceptance of the invitation to attend the all-industry public relations conference in Chicago Aug. 30-31 is viewed as both Kood and bad by the execuranging the conclave. It's good in that it means every segment of the industry will be represented. It's bad, it is said, if Ailied inists, as indicated, on pushing the 'Finneran Plan' at the sessions.

"Finneran Plan"

sions.

"Finneran Plan" is a scheme long-discussed by Allied for boycotting by the studios of any Holywoodite whose actions reflect badly on the industry. It came up after Robert Mitchum was arrested on the Coast and a few other players got themselves in the public prints for drunkenness, battles with cops, etc.

Execs of the Motion Picture Assn. of America and other officials who are attempting to arrange an agenda for the Chimeetings are fearful that insistence by Allied on discussion of the Finneran scheme will turn the conclave into a wrangle instead of a peaceful session for a start toward a solution of the industry public relations problems. They are trying at all costs to avoid having the conference boomerang by resulting in publicity that the industry couldn't even agree on its own public relations.

naving the conference boomerang by resulting in publicity that the industry couldn't even agree on its own public relations.

Introductions of the Finneran Plan is said to be dangerous in that the major companies will be (Continued on page 22)

Seniority, 15% Hikes Demanded by IATSE At Early Producer Meets

At Early Producer Meets

Hollywood, Aug. 9.

Preferential hiring on seniority basis and 15% wage hike, are being demanded by IATSE in preliminary meetings with producers on contract negotiations. Pact expires at midnight tonight 199.

IA assk three seniority grades be established, with industry workers since prior to 1939-40 period coming in first grade; those going into studios between that time and this year in second grade and newcomers in third.

Since Taft-Hartley Act outlaws closed shop, a union shop will be asked, with IA pressing for pade resembling old one as close as T-H will permit.

Other meetings are scheduled before Richard Walsh, IA head, leaves, probably late this week.

Seniority now appears to be agreed upon, with formula for apt (Continued on page 22)

L. A. to N. Y.

L. A. to N.
Berle Adams
Rieardo Amador
Don Ameche
Art Baker
Dewey Barto
Rebecca Brownstein
Jeff Chandler
Roy Disney
Paul Dullzell
Hy Faine
Nina Foch
Don Haynes
Edith Head
Ben Hecht Edith Head Ben Hecht George Heller David Hopkins Al Jolson Perey Kilbride Philip Loeb Don Loper Marjorie Main Florence Marston Edith Meiser Mary Pickford Georgie Price Ruth Richmond Thelma Ritter Thelma Ritter Charles Russhon Ruth St. Denis Sehuyler Sanford Arthur Schwartz Louis Simon Marta Toren Arthur H. Wehry Marie Wilson Marek Windheim Max Youngstein Adolph Zukor Charles Russhon

> READY Henry Morgan

TRUST LAW BARS BLANKET CUTS

UA in Much Better Shape Domestic But Foreign Is Still a Big Headache TIE WITH BRITISH

While United Artists has at least temporarily beaten its problems in the domestic field and is showing a tential profit each week in temporarily temporarily temporarily the domestic field and is showing a substantial profit each week in U. S. and Canadian operations it has yet to find a solution to its foreign headaches. International department, primarily as a result of UA's peculiar status as a distrib of indie product, is showing red each week to the extent that it is pulling the entire company below the break-even point.

Product situation, in the matter of quantity, at least, is the best it has been in some time, with enough pix at hand to maintain the domestic operation for about a year.

the domestic operation for about a year.

UA's domestic operating costs are now averaging between \$70,000 and \$75,000 weekly. That's about \$3,750,000 yearly. Since UA's distribution fees average slightly over \$25\% of the gross income of the pix it handles, it must do about \$15,000,000. yearly to break even in this market.

It now has about 15 pix awaiting release, editing or in production. That means that if they averaged \$1,000,000 gross each, they would keep UA in business for a year. Not all of them can be expected to get \$1,000,000, of course, but others will undoubtedly bring in more than that. What the company needs is one or two particularly nore than that. What the compani-needs is one or two particularly strong grossers to bring up the average and perhaps compensate for the foreign losses.

UA usually manages to get at least one of these surprise b.o. (Continued on page 60)

'Girl from Jones Beach' **Outrages Confederacy's** 1st Vicepresident, Suh!

Atlanta, Aug. 9.

Southern blood is boiling over a cinema faux pas. This time Warner Bros. is the offender in its "The Girl From Jones Beach."

In film, Ronald Reagan, a night school enrollee, recites names of leaders of Confederacy in War Between States. Reagan erroneously lists Judah P. Benjamin as vice-president of Southern Confederation.

That did its Atlanta

That did it! Alexander H. Ste-phens, beloved and peppery Geor-glan, was really the Confederacy's

Immediate correction.
In giving publicity to the incident, Atlanta papers, for the benefit of Yankee readers, have given correct lineup of Confederate Cabinet, viz: Jefferson Davis, president, Alex Stephens, viceprez, Judah Benjamin, first attorney general and later secretary of war.

Pic. as yet, has not been exhibled here.

FINALIZING DIVORCE

OF FC AND CINECOLOR Papers are expected to be signed this week officially divorcing Film Classics from Cinecolor. The move was agreed on by stockholders of the tint firm several months ago. Lawyers have been busy in the meantime preparing the necessary Papers.

papers.

Karl Herzog, exec v.p. and treasurer of Cinecolor, is in New York from the Coast to ink his firm's end of the deal. Joseph Bernhard, prexy of FC, represent that company.

prexy of FC, represent that company.

FC, a couple years ago, became a wholly-owned subsid of Cine via an exchange of stock. Return to independent status is being a complished by another stock shuffe, which will again give Bernhard control of FC as principal stockholder. Bernhard is expected shortly after consummation of the sdeal to make an extensive anaguncement of FC plans.

Hollywood, Aug. 5.

Eddie Small starts negotiations with Columbia today (9) for particular accomplished by anticipate in financing.

Number of pix is large one, and Number of pix is large one, and stockholder. Bernhard is expected shortly after consummation of the sdeal to make an extensive anaguncement of FC plans.

Surefire OK for Sound

Number of drive-in theatre ops have suggested that film companies make specially companies make specially soundtracked prints of come-dies for the ozoners. They want laughter dubbed into the tracks at the appropriate

Complaint is that comedles don't do too well at the fresh-alr-filmeries because members of the audience, spread out in or the audience, spread out in cars, can't hear each other laugh. Guffaw spontaneity which a humorous pic needs for best results is lost and thus the exhibs would like to substitute for it a pre-laughed soundtrack.

Distribs Resist Drive-Ins' Bids For 1st Run Pix

Distribs are holding fast to a refluxal to permit first-run bookings of their product in drive-ins despite strong threats of court tests by circuit operators of the open-air houses. A concerted effort has been made in the past few weeks by the fastest growing branch of exhibition to force a change in stand. The big objection to first-run bookings is the distrib claim that they would affect the pic's earning possibilities in subsequent bookings in the area.

Threat of suit closely follows Distribs are holding fast to a re-

Threat of suit closely follows nixing by the majors of a number of drive-in bids for first-run which have topped conventional theatre offers in some important situations. In rejecting the ordinarily-winning offers, majors have flatly declared that a \$10,000 or so better take through an ozoner booking would

(Continued on page 22)

SMALL TO DISTRIBUTE KORDA-RATOFF PICTURE

That did it! Alexander H. Stephens, beloved and peppery Georglan, was really the Confederacy's veepee.

Atlanta chapters of United Daughters of Confederacy have been bombarding Warners with mall in bitter protest over the "inexcusable error in your knowledge of Southern history" and urged limediate correction.

In giving publicity to the incident, Atlanta papers, for the benefit of Yankee readers, have given correct lineup of Confederate Cabinet, viz: Jefferson Davis, president, Alex Stephens, viceprez, Judah Benjamin, first attorney genera and later secretary of war.

Pic, as yet, has not been exhibled here.

KOKDA-KATOFF PICTURE

Edward Small has acquired American rights to the Sir Alexander

Korda-Gregory Ratoff film, "If This Be Sin", and has made a deal with United Artists to distribute it for him. Picture, made in England under the label, "Strange Case of Lady Brooke", stars Myrna Loy and features Peggy Cummins, Richard Greene and Roger Livesey. It is understood that the terms of the deal call for an advance by Small in pounds to Korda and in dollars to Ratoff. When this additional benjamin, first attorney genera and later secretary of war.

Pic, as yet, has not been exhibited the entire Western Hemisphere.

sphere.
Aside from the ready cash which will be realized by Korda and Ratoff, they see an advantage in the deal in that the British origin of the film will be completely submerged. Billings will be "Edward Small presents a Gregory Ratoff production". Since the star is an American and Small and Ratoff are both Hollywoodites, leaving Korda's name out, it is hoped, will give the pic an aura of U. S. production that will up income beyond what the usual British-made pic can earn in this country.

Small Dickers Columbia Hollywood, Aug. 9.

Any attempt by American

Any attempt by American film companies to meet the pressing economic problems by a sweeping revision of payrolls, such as that the British film Producers Assn. has unanimously adopted would be firmly barred by U. S. anti-trust vs. That sharp distinction between the two rival industries was noted this week by film excess who studied the joint movement to cut production costs, which was pushed through without dissent by the BEPA.

the BFPA.

A scheme for combined action cutting salaries would be an openand-shut case of conspiracy by Yank companies under the Sherman anti-trust laws, it was pointed out. No two companies could take the step together since, in theory, wage payments are determined by competitive conditions and not by agreement of purported competitors. Distinction in possible actions by the two industries again points up the big part played by anti-trust laws in determining the tactics of Yank film-makers.

British reductions apply to all employees except those under contract either through union pacts or otherwise. Even so far as artists under contract are concerned, the British agreement provides that every effort should be made henceforth to either reduce payments by not less than percentages provided against other (Continued on page 8) scheme for combined action

Sir Duff Cooper Named To Help Export Drive Brit. Pix on Continent

Intensive export drive of British films on the Continent has been launched with the naming of Sir Duff Cooper, former British ambassador to France, as special European envoy. Duff's appointment was made by the British Film Producers Assn. which is renewing attempts to dent the world market. Cooper will headquarter in Parfs.

Cooper will be concerned with improving playing time for British pix and solving revenue problems. He'll act through British emhas-sies in various European capitals.

SEE NIX TO YANKS' EL Gets a Breather from Bank; Must Dig New Product; Small Deal Cold

No Theatre Gravy

Employment contracts of a number of top execs in the in-dustry may undergo consider-able revamping as result of the Federal court's decision in fav-or of complete divorcement. These particular salary tickets or of complete divorcement. These particular salary tlekets provide for percentage-sharing on company profits. Such high officers as Darryl F. Zanuck. 20th-Fox's studio chief; Spyros Skouras, company prez; Nicholas M. Schenck, Metro's topper; and Louis B. Mayer. M-G studio head, are all-affected. When the percentages were fixed, they were aimed at profits from both distribution and exhibition. Once divorcement goes through, exhibition take will be lost. It means a considerable decrease in bonuses unless revisions are made.

No Early Decision On Decree Appeal Seen by Majors

No early decision will be made No early decision will be made by any of the major company de-fendants on the big anti-trust question confronting them—whethi-er to appeal from the Federal court's complete divorcement mancourt's complete divorcement man-date or seek a settlement with the Dept. of Justice. On the ultimate answer, top excess and legalites re-main strongly divided after sev-eral weeks of multing the poser. With the division in strategy slow-ing any action, companies are like-ly to take the full time permitted by law. by law

by law.

To file the important appeal to the U. S. Supreme Court, companies have 60 days after a final decree is signed by the lower court. With hearings slated to start in September, a final document cannot be linked before tate in October at the earliest. Companies, therefore, have at least a January deadline before voting (Continued on page 27)

(Continued on page 27)

Binford's Surprise OK on 'Brave' May Jeopardize UA's Test Suit

Motion Picture Assn. of America and United Artists attorneys are fearful that approval of "Home of the Brave" last week by Memphis sensor Lloyd T. Binford is a move preliminary to cutting the ground out from under them in their effort to establish a principal regarding local blue-pencillers in all parts of the U. S. It is thought that the "Brave" approval may next mean okay of "Curly", the UA-Hal Roach film on which the MPAA and UA now have a suit pending against Binford's mix.

Charge is that Binford's action on "Curly" was arbitrary and unconstitutional. MPAA and UA with the applause of the American Civil Libertles Union and other anti-censorship groups. brought sult in the hope of eventually gelting a Supreme Court decision that would greet legal hedges area. "Curly" was nixed because it showed white and Negro kids in the degree area.

Charge is that Binford's action
on "Curly" was arbitrary and unconstitutional. MPAA and UA,
with the applause of the American
Civil Liberties Union and other
anti-censorship groups, brought
suit in the hope of eventually getting a Supreme Court decision
that would erect legal hedges
against such alleged arbitrary bans.

on "Curly" was arbitrary and unconstitutional. MPAA and UA. "Bave" was that it was either the prelude to killing the "Curly" suit of political changes in anti-censorship groups, brought suit in the hope of eventually gelting a Supreme Court decision that would erect legal hedges against such alleged arbitrary bans. Suit is now on appeal before the Tennessee supreme court. It has been postponed a number of times over objections of Edward C. Raftery, of O'Brien, Driscoll, Raftery err, of O'Brien, Driscoll, Raftery & Lawler, UA's counsel, who is waging the fight with the aid of Sidney Schreiber, MPAA's general counsel, and other lawyers. It is now scheduled for hearing in October.

Since there is very little practical difference to UA now whether

Serge Semenenko, exec veepee of the First National Bank of Boston, has balled out Eagle Lion by a one-year extension of loans to a one-year extension of loans to the film company approximating \$6.500,000. Semencnko, it has been learned, granted the added time in course of negotiations which Rob-ert R. Young and the banker re-cently pushed with Edward Small for the producer's entry into the company. Young is controlling stockholder of Pathe Industries, EL's parent outfit.

EL's parent outfit.

As a consequence, Young's hands have been freed in his quest for additional financing. From all indications, the railroad-magnate-has abandoned all consideration of the possible Small tieup and is aiming to bring in more cash without ald of the indie producer. Young is seeking releasing deals with big Hollywood producers as part of his program to get urgently needed product for his company.

It is believed that without out-

program to get urgently needed product for his company.

It is believed that without outside product. EL cannot operate on the profit side of the ledger. Company has taken on some more British product and is dickering for a number of foreign-language films. Aside from these, it has several Hollywood-made plx from Bryan Foy, plus a feature which uses Mack Semett shorts. Volume is not considered sufficient on its own to meet EL's overhead.

However, Semenenko's extension of credit permits the company to operate, with some small losses, while searching for that big outside product. As for the Small deal, it felt through because the filmmaker was left free to negotiate with other companies despite a provision which give Young and his associates 90 days to dig up outside coin.

Reissue Firm in Suits And Countersuits With Two 42d St. Cinemas

Two 42d St. Cinemas

Whether a licensing contract gave them exclusive or non-exclusive rights to screen certain product is the crux of two sults brought in N. Y. supreme court by operators of two 42d St. theatres against Principal Film Exchanges, Inc. Plaintiffs in the actions are the Rialto and the Laffmovie, N. Y. Principal, according to the complaint, allegedly violated two 1948 pacts with the Laffmovie by selling the same pictures to competing exhibitors within a 14-day period. Laffmovie admits that its asserted exclusivity rights were not incorporated in the contract, but adds this was omitted through mutual error. It's charged that the defendant took advantage of the error to violate the ticket by fraud. In its legal squawk, Laffmovie wants the contract reformed to express the "true agreement" and in addition asks \$50,000 damages. Principal, through its attorney, Everett Froblich, made a general denial and counterclaimed for \$2,500. Sum is allegedly due the defendant (Continued on page 27)

Sum is allegedly due the defend-(Continued on page 27)

PAR HAS 2 BIDS FOR ITS N.Y. OFFICE BLDG.

Leonard Goldenson, Paramount's

BASEBALL BEANS BOSTON, BUT EXHIBS HOPEFUL; DETROIT CLIMBS, CANADA OFF

Boston, Aug. 9.

Bopped by inroads from television and drive-ins, regular business is generally lower than last aummer as much as 25%. Despite the slump, however, exhibs feel that Hollywood product is improving and that biz should swing back to a more normal level on or before Labor Day.

Additional factors adversely hitting the b.o. recently have been unusually hot summer weather and the heavy night game schedules of

the heavy night game schedules of the Boston baseball clubs. There have been some weeks when the Braves played all their home games at night and with the games telecast in this strong baseball town, the wickets have suffered ac-

While in-town firstruns and nabe house are wilting, the drive-ins are booming. Mushrooming of the ozoners has resulted in keen comozoners has resulted in keen com-petition, but clearances are stiff in most cases and many spots are playing the low rental reissues. Currently, distribs are making more of a play for this type busi-ness and better product is expected to be available soon. to be available soon.

to be available soon.

Notable exception was the opening of Metro's "Barkleys of Breadway" at Louis Segrini's East Denis ozoner which pulied hefty grosses. This drive-in has a cock-tell ber obliderie, playeround bottle-warming service and juke-box dancing. Construction of addibottle-warming service and juke-box dancing. Construction of addi-tional drive-ins is, now going on throughout the New England area but regular theatre construction isn't showing much activity. Among the smaller nabes, rev-enues from the candy and soda concessions sometimes has topped admission take, especially during matinees.

matinees.

Lack of business has caused the shuttering of five ATC circult nabes for the summer. Some of the indies would also like to shut down but fear of losing patrons perm-anently to other towns has fore-stalled the move. As a result, many houses are operating in the red.

Detroit's 10% Dip Keys Steady Upward Climb Detroit, Aug. 9.

Although theatre business is climbing back to normal, the b.o. is still 10% off in firstruns and 20% off in nabes, compared to last year. Three months ago, however, the number of admissions at the firstruns was off 20%, indicating a slow but steedy alies but the compared to the compare

the firstruns was off 20%, indicating a slow but steady climb out of the doldrums for the big houses.

Greatest inroads into theatre big currently are being made by outdoor sports and other competing forms of amusement. Bowling clubs, instead of disbanding as usual for the summer, have been welded together into permanent recreation groups offering counterattractions with social, swimming, hiking, etc. Practice of lighting up the city's recreation centers for

hiking, etc. Practice of lighting up the city's recreation centers for night ball is also keeping 'em away from the wickets. Big unions in this area have also organized competitive forms of nighttime entertainment.

Television isn't cuttling perceptibly into biz now, although it did about three to six months ago when it was more of a novelty, affecting the nabes mostly. Dave Idzal, Fox manager, says video's poor summer programs are driving people back to theatres for entertainment.

Drive-ins have picked up mark-

tainment.
Drive-ins have picked up markedly recently after being hadly
bopped during the first part of the
summer because of unusually hot
and humid weather. Ozoners have
taken some biz away from the
nabes but the firstruns have been unaffected.

nabes but the firstruns have been inaffected.

Drive-in construction at present limited to two projects in the Ecorse-Wyandotte suburban area. Most drive-ins are getting third-runs with a few getting second-runs. Ozoners get their pix on a percentage basis with costs now double and triple over last year.

Only 'one new regular theatre, only 'one new regular theatre, in Royal Oak, is now under construction, although costs are down from last year. Several other new houses are being planned for the indefinite future as evidenced by signs in vacant lots in newly developed housing areas. But no one knows when building will get under way. signs in vacant lots in newly developed housing areas. But no one knows when building will get under way.

One of the most popular topics of exhib conversation is admission of exhibit conversation is admission of exhibit conversation in the exhibit conversation is admission of exhibit conversation in the exhibit conversation is admission of exhibit conversation in the exhibit conversation is admission of exhibit conversation in the exhibit conversation is admission of exhibit conversation in the exhibit conversation is admission.

8 More to Go

Hakim brothers apparently aren't sure which of the 10 Commandments they most fa-Commandments they most la-vor for picture material, so they've staked a claim to two of them. They've registered the titles. "The Seventh Com-mandment" and "The Ninth mandment and Commandment."

Commandment."

Thou shalt not shalt not shalt not shalt

Seventh is "Thou shait not steal" and ninth, "Thou shalt not covet thy neighbor's wife."

prices, but the unanimous opinion is "leave 'em alone." Prices were

prices, but the unanimous opinion is "leave 'em alone." Prices were decreased in a few nabes as a test several months ago but failed to increase patronage.

Despite downward grosses, there's no move afoot to increase exploitation. Flackerles, ra d to plugs, billboard space are on the downgrade, reflecting more limited budgets. Only evidence of bally tactics was used recently in conjunction with the preem of "Love Happy" and a "Bing Sing" to promote Crosby's "Connecticut

Yankee."
Exhibs are generally agreed that there is a greater variety of pix now than a year ago, with better quality. But what constitutes a good pic at the b.o. varies from one theatre owner to another. Exhibs flatly stated that there was no such thing as a definite type or works of pix getting a play at this such thing as a definite type or cycle of pix getting a play at this time.

Western Canada's Biz Off 20% From 1948

Vancouver, Aug. 9.
Business in Canada's most western province has slumped some
20'r in last year, with about 50%
of that slump coming within the

of that slump coming within the last six months.

Television has had no effect on theatre business. There are only a tew television receivers here picking up videocasts from Seattle, 150 miles to the south.

Biggest segment of entertainment business has been grabbed off by the drive-ins. With the advent of hot-weather, patrons hightail It out to ozoners on the city's edge.

Two ozoners are pianned for the Two ozoners are-pianned for the immediate vicinity, with three In the province having been erected in the last year. Al present the ozoners are still getting the left-over product. They are paying same as small suburban houses and getting as much business as the first-run downtown houses.

first-run downtown houses.
When drive-ins first got underway, they played only oldies, that being the only product available to them. Patrons liked the old stuff, but the source dried up. Now they get what product is left over after being picked clean by the other runs.
Standard in drive-in construction

are the in-car speakers, but one has installed a merry-go-round for the convenience of the kids.

has installed a merry-go-round for the convenience of the kids. Another tried dancing without success. Big source of revenue is food. Carhops are kept on their toes all evening. Theatre construction has passed its peak. There are some four or five on the drawing-boards in the province, none of any major con-sequence. Locally, a couple sub-urbans are undergoing the hammer treatment at present, with only treatment at present, with only one forecast to be erected in the

one forecast to be erected in the near future.
Only construction of consequence for the future is remodeling of the older houses. Famous Players has finished its new building program and is now embarking on a remodelling program all across the country. Costs have gone up 12% in the last year with no immediate hiking forecast.
Candy and concession business has increased ratio-wise to the admish take. Theatre operators are finding that it is not wise to lease out concessions, but rather are operating same themselves.

are operating same then seives.

Biggest grossers are musicals, though dramas, with accent on crime, are good dollar-fetchers.

Good foreign films with proper Good foreign films with proper exploitation garner heavy coin, too. Pix doing worse business are those which are obvious propa-

outdoors have received much attention in this natural resort country.

tion in this natural resort country.
One aspect of the entertainment business which has garnered much summer patronage is the Theatre Under the Stars. This project is under sponsorship of the Civic Parks board and provides live entertainment with large casts at minimum admish.

Richmond Exhibitors Weather State of Apathy

Richmond, Va., Aug. 9.
Exhibitors here appear to be weathering the current state of flux with some apathy but little hysteria. General business slumped 10% to 15% early in the year but has picked up since July 4 and is reported to be only slightly less than for the first six-month period of 1948. Exhibitors attribute this

(Continued on page 24)

Buying 'Flats' At Peak % Averages Annoys Exhibs

Growing willingness of distribs trowing willingness or distribu-to sell many situations at flat rentals histead of percentages is no unmixed blessing, according to exhibs. Experience with the flats in houses where important pictures

exhibs. Experience with the flats in houses where important pictures have been played that way in a number of years proves that percentage dates are frequently better, according to indie circuit buyers in the New York area.

Trouble is, it's said, is that the distribs have a tendency to base their flat rental prices on the percentage biz they have for a house on their records. They'll look through their files, pick out the highest film rental paid by the exhib during the wartime heyday, and then try to base the flat deal on that, the circuit buyers squawk. Exhibs say that if they ever go for a price arrived at on anything like that basis they get stung.

Another problem they have with the flat deals, the buyers declare, arises every time a distrib comes along with a picture that's above the average. If an exhib is willing to recognize that fact and pay a bit more than usual on a flat rental deal, he's dead after that. Distrib, on succeeding pix, always wants the highest price he's gotten before and it's a big battle to wear him down to the level he was getting before the good one came along, the circuit men aswas getting before the good one came along, the circuit men as-

All in ali, they declare, they'd rather do business on percentage except in the most minor spots. It's fairer, requires less haggling and ends up with neither party so likely to be gypped.

AMUS, SHARES CLIMB WITH REST OF MARKET

Rally of amusement stocks on e N. Y. Stock exchange, along the N. Y. Stock exchange, along with all other industries, has sent price quotes on entertainment shares on an upward climb for the first time in many months. As a result, overall value of amusement shares during July hounced back to \$450.004.861 propresenting a gain \$450.004.861 propresenting a gain. \$627,094.661, representing a gain of \$19,.883,568 for the 30-day peor \$13,,685,568 for the 30-day period. Recovery continues during the current month with major film company, and in a second seco company, radio network and disk-ing outfit stocks listed on the big board at a high point since the early spring. Average per-share price of these stocks were at \$14.38 on July 31 against a figure of \$14.04 at the end

against a ngure of \$14.04 at the end of June. Indicating the steady decline before the July upbeat are previous exchange totals. Value at the end of June was \$607.211,093; that of May. \$630.392.929; April. \$644.833.437; and March. \$660.947, 930.

That's What Man Says

Bing Crosby may be the top marquee star for the popula-tion as a whole, but Bob Hope is the bo. fave of boys be-tween 12 and 17, according to tween 12 and 17, according to Dr. George Gallup's Audience Research pollsters. Abbott & Costello rank second with the juves while Crosby places third.

Crosby, Hope and A&C have interchanged first place among this age bracket for the past four years.

KETTLE,' 'RILEY' KEY U'S BREAD-AND-BUTTER B.O.

Universal's bread - and - butter ix, framed strictly for exploitability, are now proving to be the company most profitable ventures. Indicating the turn of events at U, one of the company's biggest black-ink operations at the present time is "Ma and Pa Kettle," which time is "Ma and Pa Kettle, which
U produced at a negative cost of
\$500,000. In its first 17 weeks,
"Kettle" has been good for \$1,250,000 in rentals with its ultimate
domestic gross figured at \$1,-750.000.

Another big earner in the exploitable class is "Life of Riley." starring William Bendix. That pic has already earned \$1.500.000 with a number of bookings still to be liquidated in the U. S. market.

U first swung into making a series of bread-and-butter pix last year after a series of costly weakies knocked the company into the loss column. Its present production costs are less than one-half the ievel hit in the first two postwar

Warner Bros.' 9-Month Net Profit, \$7,363,000

Net profits of Warner Bros. for fiscal 1949, which ends for that company Sept. 2, will show a continued retreat from the firm's peak 1947 take of \$22.094.000. Further decline i nearnings now appears certain as result of the company's certain as result of the company's nine-month report which fixes its net for that period at \$7.363,000 after provision of \$4,900,000 for Federal taxes. It compares with \$10,321,000 for the corresponding stretch of last year.

Nine-month period ended May 28 leaving the usually dull summer season to be absorbed. The drop, however, will no-wise be as great on a percentage basis as the decline between the 1947 peak and the \$11,837,000 racked up last

After a fast starting six months which WB grabbed \$5,624,000, in which WB grabbed \$5,624,000. third quarter proved a disappointing \$1,739,000. In the same period of '48, Warners took in \$3,-010,000 while the company's first ix months was only slightly better than the figure announced this year. Fourth quarter take last year, however, was a slow \$1,506,-000 and the company may make up some of the lost ground i three months ending Sept. 2.

Gross rentals and theatre admissions for the nine months amount-ed to \$101,242,000. This figure ed to \$101,242.000. This figure compares with \$112.415.000 in '48 and \$125.078,000 in '47. Equiva-lent earnings on outstanding com-mon equalled \$1 per share for the current nine months against \$1.41 in the same period of '48.

In the same period of '48.

Accounting for part of the decline is the fact that Warners, like other majors, no longer credit profits with rentals accumulated in foreign markets. Only that part of the overseas revenues which are remittable in dollars are now scored up. Change was first effected Sept. 1, 1948, beginning of the present fiscal year.

Breakdown of operating as

Breakdown of operating ex-penses shows an outlay of \$30,007,-090 during the nine months for amortization of film costs. Operatamortization of film costs. Operating and general expenses totalled \$54,243,365; royalties and participations, \$6.416.604; and amortization and depreciation of properties, \$2,865,114.

tes, \$2,865,114.

Cash hoidings as of May 28 were \$17,092,605 and U. S. Government bonds, \$3,067,102. Film inventory consists of pix in release, \$11,308,252; completed but unreleased productions. \$12,586,838; and pix in production, \$10,871,289.

Warners has declared a common stock dividend of 25c per share, payable Oct. 5, to stockholders of record. Sept. 9:

M-G's QT Tests On How Extra Ads Can Boost B.O.

Metro is engaged in extensive tests on its own to determine the exact relationship between a boost in newspaper advertising and re-sults at the boxoffice. While the sults at the boxoffice. While the industry has been pondering a raft of suggestions on how to build up theatre revenues. Metro has been quietly conducting a 16-city, controlled test of the effect of boosted ad expenditures with a cross-check against comparable cities where only normal expenditures are made.

The M-G fiver in hypoed add by

The M-G flyer in hypored ads has The M-G flyer in hypoed ads has been going on since March, it has now been learned, and will be completed by Sept. 1. The 16 cities were chosen because they each represented a typical American locale. Against each city, its closest counterpart has been held to normal ad budgets so that grosses in each test area have a reference noin!

oint.
Under the scientifically mapped Under the scientifically mapped venture, expenditures in the 16 cities are carefully scaled from a trifle above normal to a peak which represents approximately double what the company would ordinarily layout in that situation, By this method, Metro hopes to plot out a graph which would demonstrate the relationship of additional tendance, and determine to attendance and determine whether the company should boost

whether the company should boost its outlay on newspapers. Saturation point, if there be any on ad, is also being sought.

Tests have been launched without publicity because Metrout publicity because Metroutes fear that airing of the particular cities might adversely affect the accuracy of results or start other majors on the same course. In choosing the 16 locales, company has weighed climes. population, economic conditions and availability of comparative towns. company has weighed conditions

JULY TRADING WAY OFF ON PIX, RADIO

Washington, Aug. 9.
Daniel M. Sheaffer, of Philadelphia, a director of Universal Pictures, purchased 1,000 shares of U common last month, increasing his holding to 2,007, according to the report of insider stock transaction filed by the Securities & Exchange Commission. It was a action filed by the Securities & Ex-change Commission. It was one of the thinnest months on record for the purchase and saie of amuse-ment stocks by officers and direc-tors of film and radio corporations.

tors of film and radio corporations.
Loew's, Inc., continued buying up ail ioose shares of the Loew's Boston Theatres' \$25 par, common. It added 200 more shares last month; and the parent company now has 124,935 shares. Robert E. Hannegan, a director of 20th-Fox, reported to SEC that he had acquired 426 shares of the no par common. Jack Cohn purchased 100 shares of Columbia common for a trust account. He now has 49.068 shares in his own name, plus an additional 19,157 in the trust account.

On the radio side, Samuel Paley, a CBS director, reported making a gift of 5,000 shares of the \$2,50 Class B, common stock. He still owns 16,000 shares of the \$2,50 Class B, common. Joseph A. W. Iglehart, also a CBS director, purchased 200 shares of the Class A, common. Joseph A. W. Iglehart, also a CBS director, purchased 200 shares of the Class B, common in the past two months. Glen Me Daniel, of RCA, reported acquiring his first 100 shares of common stock in the company of which he has become an officer. Loew's. Inc., continued

Educ'l Mkt.'s Growth

Educ I mkt. s Growth

Hollywood. Aug. 9

Fastest growing market in the picture industry is the educational pic. according to Stuart Scheffel, head of Young America Films, Inc., producer of 16m short subjects for use in schools, factories and other institutions. Between \$10.000.000 and \$150.000.000 was spent iast year by educational groups for audio-visual tools, including approximately \$5,000.000 for the purchase of 7.717 educational films.

Training by film during the late war demonstrated that suddients.

war demonstrated that soldiers learned subjects 38 per cent faster by the visual medlum than by the conventional book method.

NO MARKDOWN ON TOP STARS

King Bros.' Film Admish Charge Acct. [[CONOMY HITS Idea Nixed by 'Cash Biz' Advocates

accounts for admissions, which was advanced by the King brothers, Coast producers, last week, has intrigued many industryites, although they are wondering about the practicality of it. Kings are planning to present the proposal,

the practicality of it. Kings are planning to present the proposal, which they claim will give a great hypo to the boxoffice, at the Theatre Owners of America convention in Los Angeles Sept. 12.

King plan would work pretty with the property of the prope

patron and theatre. Charge account customers comprise a mailing list with a very direct interest in the shows coming to a house and attendance could be promoted on that basis.

King brothers see their scheme as primarily an idea designed to appeal to the family man. They are of the belief that workers who get pald once or twice a month may have enough money to provide (Continued on page 22)

(Continued on page 22)

Other Unions' Demands For 'Story' Filming Policies Is Hotfoot to Equityites

Cast of "Detective Story" was in a tizzy last week when members of unions other than Equity demanded pay for Paramount's special screening of the play. Actors apparently reacted to a rumor that, rather than pay the extra labor cost, the studio might drop its plan to film the show, for use as a guide in the production of the picture version.

version.

Actors wrote a letter to Equity protesting the fact that the union's representative had not attended the Fact Finding Committee meeting at which it was decided that stagehands, doormen, manager, wardrobe mistress and others were to be paid for the filmed performance. Theory seemed to be that the Equity spokesman might have persuaded the other unions not to make demands.

ance. Theory seemed to be that the Equity spokesman might have persuaded the other unions not to make demands.

It's pointed out, however, that the Equity delegate is not expected to attend Fact Finding Committee tessions unless a matter concerning the actors' union is on the agenda. In this instance, the regular Equity rules require that cast members be paid a full week's salary for every day's shooting for such a picture, so the "Detective Story" actors were already covered. Only demands that are in question are that the scenic designer. Soil are for every day's shooting for such a picture, so the "Detective Story" actors were already covered. Only demands that are in question are that the scenic designer. Soil are for every day's shooting for such a picture, so the "Detective Story" actors were already covered. Only demands that are in question are that the scenic designer. Millie Sutherland, should get \$100. for the show. Herman Bernstein, business manger for producers Howard on the Republic iot this year, which a goal of 50 pictures before the end of December, the highest mark on the lot since 1944. The Roy Rogers starrer, "The Bells of Cronado," is the 33rd film on the Company's east-rot studio representative, and Borls Kaplan, the company's east-rot studio representative, and Borls Kaplan. The Company's east-rot s

Siritzky Eyes Theatres In West for Arty Pix

Hollywood, Aug. 9.

Leon Siritzky is here seeking three local houses and others in 11 western states for art type product. Says he'll open office here for exhibition of "Man to Man," French film on Red Cross, which he's bringing to U.S.

Siritzky also is looking for Hollywood producer to make pix in France with his frozen coin.

WB to Produce 6 Pix in England

Reviving plans for largescale production in Britain, Warner Bros. is mapping a program of six pix on Angio terrain for the coming year. Company will turn out the half-dozen at the Elstree studios in collaboration with the Associated British Pictures Corp., in which WB itas a substantial in-

terest.

Original program of six pix in Britain was announced by Jack L. Warner last year as part of the U. S. majors' strategy to stem the imposition of a stiff quota through demonstrations of copper at ion with Britain's Industry. Ensuing internal crisis within the British industry and general uncertainty prevailing in American film circles caused Warners to delay putting the program into effect.

Six pix to be produced at Elstree.

caused Warners to delay putting the program into effect.

Six pix to be produced at Elstree will currently be aimed at thawing out Warners' frozen earnings in England while, at the same time, substantially boosting the company's releasing roster. While it's understood that the pix will be produced under the ABPC banner, Warners will provide the major part of the coin, American stars and some other personnel.

Initial pic under the program. "Stage Fright." is now rolling at Elstree with Alfred Hitchcock directing and Jane Wyman and Marlene Dietrich starring. Hitchcock who also has a distrib pact with Warners as co-partner, with Sidney Bernstein in Transatlantic Pictures, is piloting "Stage Fright" under a straight deal as a Warner director. Yarus and titles for the remaining productions are still to be fixed.

Hitchcock and Fred Ahearn, his

be fixed.

Hitchcock and Fred Ahearn, his production manager, are due back in the U.S. in mid-September. Miss Dietrich and Miss Wyman will return to the Coast immediately following completion of "Stage lowing completion of Fright" in about 10 days.

LESSER PLAYERS

Continued war on high costs in hollywood for the past two years has as yet failed to dent top star salaries. Players who drew \$125,000 per picture and over during the period of the studios' most spendthrift heyday in 1945 and 1946 are still finding their earnings in those brackets, a survey discloses.

in those brackets, a survey discloses.

The middle- and lower-salaried
actors were the hardest hit when
the word came in from New York
homeoffices that every possible
cost must be sliced. Price tags on
these players have dropped anywhere from 25% to 75%. They've
pretty-much hit bottom and leveled
off now, although that is only half
the story so far as actors in this
category are concerned.

They have been hit not only by
salary cuts, but in studio casting
practices. Whereas it was previously habit to go into the market
for secondary leads and character
people and pay them a relatively
fancy sum during the lush days,
casting directors are now much
more prone to stick to contract
lists.

A secondary phenomenon in the

A secondary phenomenon in the talent situation is that prices for newcomers—particularly the young Broadway players who are being picked up with increasing frequentials of the process of picked up with increasing frequency—are gradually climbing. All the lots are well cognizant of their need for new faces as future star material and they're willing to pay a relatively generous fee to experienced thespers who have the talent and personality desired.

There has been almost a complete move away from the pretty-face type of contract player. There is no inclination any more to spend either the time or the money to train a tyro and hope he or she will catch on. That's the reason for the heavy draw on young Broad-(Continued on page 22)

(Continued on page 22)

1st Time in Metro **History the Entire** Year's Pix Set Up

Hollywood, Aug. 9.

Spotlighting the new order of things at Metro, all films planned by the company for release in the 1949-50 season are either in the can, in production or in preparation. It is the first time in the history of the Culver City lot that a complete program for the season has been laid out far in advance and carried through without hitch. In all, 59 pix of the 64 originally announced early in the year by Dore Schary, production veepee, are completed, before the cameras or being readied for production. Intensive production activity

or being readied for production.
Intensive production activity
conforms with the earlier decision
by Schary, Louis B. Mayer, studio
head: Nicholas M. Schenck, prez.
and William F. Rodgers, distribution v.p., to speed up both filmmaking and releases. Schary's main
by has been to map a longrange job has been to map a longrange program and to pile up a considerable backlog to help the Metro pace along.

Metro now has 21 films completed but unreleased and six being pleted but infreleased and six being lensed. This represents the largest backlog for the company in many years. In the past, its inventory never exceeded six or seven fea-tures. Accumulation of films on the shelves insures the outfit's

(Continued on page 27)

Dietz Back Sept. 19 Howard Dietz, Metro's ad-pub

veepee, returns from an extensive European vacation Sept. 19. Dietz visited a number of the company's overseas offices in the course of his three-month stay.

His trip took in Italy, France and Britain.

National Exhibitors Film Co. Sets \$2,000,000 Floor Before Teeoff

Film Paychecks Up;

Sacramento, Aug. 9.
Weekly earnings of film workers averaged \$98.85 in June, according to the California State Employ-

has been closed. Transaction is said to involve approximately \$500,000 although breakup of purchase price between U and King Features has not been disclosed. Under terms of the pact, Filmcraft has acquired all rights to seven of U's oldtime cliffhangers. These include "Don Winslow in the Navy." "Don Winslow in the Navy." "Don Winslow in the Coast Guard." "Ace Drumnond." "Red Barry." "Flash Gordon" and "Flash Gordon Strip to Mars."

Two Universal features. "Mars Attacks the World" and "Rocket Ship" also pass hands. King, on

Attacks the World" and "Rocket Ship" also pass hands. King, on its part, has granted Filmeraft production rights to serials Involv-ing the cartoon characters. Sam-uel S. Krellberg is prez of Film-

Underwriters Reclaim Bronston's 'Walk in Sun'

Waiter E. Helier & Co. of Chi-cago and Ideal Factoring Co. of New York, which jointly financed Samuel Bronston's production of New York, which jointy inflanced a Samuel Bronston's production of "A Walk in the Sun" in 1944, acquired title to the picture last week in foreclosure proceedings in New York. This is one of the few instances in recent film history which the progression have been which moneymen have forced to bring court action to take over a picture which failed to pay off.

off.

Last week's proceedings in N. Y. supreme court were a mere technicality, there being no bidders and Heller and Ideal taking overwalk' for the sum of their judgment against it. Film cost about \$1,250,000, of which the two financing outfits put up almost \$1,000,000. About \$400,000 remained due them in principal and Interest.

Pic, distributed by United Artists, was in a series of difficulties from its very inception. Bronston's Comstock Productions ran out of coin before finishing it and Heller and Martin Hersh, head of Ideal, set up a new company, Superior Productions, to complete it.

Heller and Hersh are looking toward setting a new distribution deal by which they hope to regain some of their coin via a reissue.

000 in the National Exhibitors Film Co, in the form of stock subscrip-Employment 10% Less tions by circuit ops must be made Weekly earnings of film workers averaged \$98.83 in June, according to the California State Employment bulletin.

Average paychecks were slightly higher than those of June, 1948, but the number of jobs on the motion picture lots was about 10% less.

Largest' Prod.

Largest' Prod.

Sked for Mono

Chicago, Aug. 9.

Although Steve Broidy announced the largest production schedule by Monogram for 1949-50 here at the annual sales convention, announcement was tempered with words that "budgets would be in line with economic conditions."

Mono prexy told 50 exchange managers and franchise-holders that 40 pix would be made under the Monogram emblem and eight for Allied Artists, two of which will be filmed in England for blocked funds.

3-WAY RESIDUAL DEAL INVOLVES 7 U SERIALS. Three-way dcal under which Universal and King Features have assigned both serials and filmmaking has been reached in recent meetings of bigtime exhibits, amount from those committed to the conflict on the subject of bigtime exhibits. Sponsors, however, have no fears that the \$2,000,000 support in stock buys will be withheld. Backers are shooting for \$4,000,000 sare probable startoff capitalization. Commitments for \$4,000,000 were made by exhibs who attended the confabs which or conditions."

Besides fixing the minimum figure for successful actives as a new bankroller of indight making has been reached in recent meetings of bigtime exhibits, amount from those committed to the outfit is not of tendenting to doubt the cash-on-the-line in that amount from those committed to unfail the cash-on-the-line in that amount from those committed to unfail the cash-on-the-line in that amount from those committed to unfail the cash-on-the-line in that the \$2,000,000 support in stock buys will be withheld. Backers are shooting for \$4,000,000 sare probable startoff capitalization. Commitments for \$2,000,000 support in stock buys will be withheld. Backers are shooting for \$4,000,000 sare poseed the venture.

Besides fixing the cash-on-the-line in that the before the company starts official operations. Agreement fixing the

(Continued on page 27)

Norman Siegel's Pitch To Cut Out Lost Bally On Changing Pix Titles

Granging Pix Titles

Because Paramount, along with
other studios, is having its perennial difficulties over film titles,
Norman Siegel, Par's studio adpub chief, wants the companies to
hire experts whose fulltime job
would be labelling pix. Siegel has
been urging his own studio for the
past few months to take that step.
He points to the fact that ad agencies hire specialists to write slogans
rather than depend on a hit-andmiss method with everyone from
the office steno up joining in the
naming game.

naming game.
Siegel has asked his studio to put Siegel has asked his studio to put the tagging of pix on a scientific basis. It is his idea that these specialists could probe the effect on boxoffice of particular types of titles; clock grosses on particular labels; and generally make a thor-ough study of the subject so that certain principles could be formu-lated

lated.
On that score, Paramounter notes On that score, Paramounter notes that plenty of publicity on individual pix has gone down the drain because of title changes after a studio flackery has plugged the film for a number of months. This waste of publicity which has proven a frequent source of harassment to the studio can be eliminated by specialized and scientific

proven a frequent source of harassment to the studio can be eliminated by specialized and scientific
labelling before the pic goes before the cameras. Siegel maintains.
Citing one instance of lost publicity. Siegei said that his lot received a number of letters from
patrons asking what had become of
a projected filmization of "The Big
Haircut." These letters came In
long after the film had been released under the changed title of
"Random Harvest." Patrons were
unaware of the switch after penetration on the original name had
been accomplished.

Siegel. currently in New York
for huddles with Max E. Youngstein, Par's national ad-pub topper,
returns to the Coast Friday (12).

I Was a Male War Bride

FILM REVIEWS

Twentieth Fox release of Sol C. Siegel production. Stars Cary Grant. Ann Shericam: features Marion Marshall. Randy Stuart, William Neft. Directed by Howard Hawks. Screenplas, Charles Leedere Leonard Spikelgass. He declared Spikelgass. He declared

time. 105 MINS.

Henri Rochard
Lt. Catherine Gates
Lt. Catherine Gates
Capt. Jack Rumsev
Tony Jowitt
Tony Jowitt
Trumble
Seaman
Rockerine
Trumble
Seaman
Rockerine
Lieutenar
Chaplain
David Merkine
John Whitney
John Whitney
Lieutenar
Affeed Lander
Chaplain
David Mewlahon
Shore Patrol
Die Haworth

"I Was a Male War Bride" is 20th-Fox's latest entry in the sophisticated comedy sweepstakes. Basically a bedroom farce in military dress, the picture is wellstocked with mature dialog and situations which are bound to get it not only laughs but also tremendous word-of-mouth. That, coupled with Cary Grant and Ann Sheridan for the marquee, makes it a cinch

Scripting trio of Charles Lederer, Leonard Spigelgass and Hagar Wilde translated Henri Rochard's ofttimes risque yarn almost literally to the screen. Result is a smash combo of saucy humor and slapstick.

Title describes the story perfect-

Title describes the story perfectly. Grant is a French army officer who, atter the war, marries Miss Sheridan, playing a WAC officer. From then on it's a tale of Grant's attempts to get back to the U. S. with his wife by joining a contingent of war brides. Plot forms a neat background for the comedic talents of the two stars and they sock across both the situations and the dialog. Film was caught at a sneak preview in-we New York nabe house, where the laughs came so hard and fast that many of the lines

sock across both the situations and the dialog. Film was caught at a sneak preview in New York nabe house, where the laughs came so hard and fast that many of the lines were lost.

Picture's chief failing, if it can be called that in view of the frothy components, is that the entire production crew, from scripters to director Howard Hawks and the cast, were apparently so intent on getting the maximum in yocks that they overlooked the necessary characterizations. Despite his French nationality, for example, Grant is completely familiar with American slang; yet later in the story he stumbles over "Massachusetts." Fuller detailing of his background somewhere along the line might have explained that. Film's impact, as a result, remains on the surface; the deeper emotions are hardly scratched, and never penetrated.

Story, in addition, seems to have trouble finding a point at which to end. Although it seldom drags, the script halts several times and then resumes for a fresh start on a slightly modified tack. Film picks up the two stars on a postwar mission inside Germany. Despite a previous antagonism, their forced proximity naturally leads to romance and they marry. When Miss Sheridan gets her sailing orders, they find all the immigration quotas filled, leaving Grant's only chance to accompany her home the "war bride' twist. Army regulations prevent them from consummating their marriage night after night until finally, after considerable skirmishing with Army brass and red tape and the accepted diplomatic amenities, they finally get together on the boat.

Story was filmed for the most porting players forced their return to Hollywood, where the remaining interiors were lensed. Illness, however, did not hamper the cast's cavortings. Grant and Miss Sheridan, carrying most of the film, dis-

interiors were lensed. Illness, how-ever, did not hamper the cast's cavortings. Grant and Miss Sheri-dan, carrying most of the film, dis-play some of their best comedic thesping yet. Supporting players get little chance to shine, although Marion Marshall, as Miss Sheri-dan's sidekick, and Randy Stuart, as a naive WAC from the south, manage to score.

Marion Marshall, as Miss Sheridan's sidekick, and Randy Stnart, as a naive WAC from the south, manage to score. Hawks' directorial finesse is evident throughout, as are the fine production techniques of Sol C. Siegel. Most notable, of course, are the authentic German backgrounds—those bombed-out citles could never have been duplicated in Hollywood. Film is tightly-knit and well-paced but might have been trimmed from its. 105-minute running time with little loss. Stal.

'Summer Stock' Next Pic for Judy Garland

Judy Garland Hollywood, Aug. 9.

Summer Stock." which Metro has now scheduled shead of "Show Boat."

Gene Kelly originally was pen-eilled in as co-star, but may be supplanter by Van Johnson,

Easy Living (SONG)

(SONG)

RKO release of Robert Sparks production. Stars Victor Mature, Lucille Ball, izabeth Scott, Sonny Tulis, Lloyd Nolan: eatures Paul Stewart, Jack Paar, Jeff Donkfagetes Rams. Directed by Jacques Rouncier. Screenjay. Charles Schnestard of Story by Irwin Shaw: camera. Aarry J. Wild; music, Roy Webb; editor, rederic Knudson. Tradeshown Aug. 4, 49. Running time, 77 MINS. Victor Mature

Anne	. Lucille Ball
Liza Wilson	Lizabeth Scott
Tim McCarr	Sunny Tutts
Lenahan	Lloyd Nolan
Argus	Paul Stewart
Scoop Spooner	lack Paar
Penny McCarr	Jeff Donnell
Howard Vollmer	Act Baker
Howard vollmer	Candon lones
Bill Holloran	Gordon Jones
Jaegar	Don Beddoe
Buddy Morgan	Dick Erdman
Buddy Morgan Ozzie William	"Bill" Phillips
Whitev	Charles Lang
Kenny Ken	ny Washington
Virgil Ryan	Everett Glass
Urchin Gilbert Volimer	Robert Ellis
Cilbert Volimer	Steven Flagg
D	Alex Sharp
Don Hink Edwards	Barre Thousan
HINK PAWARDS	lune Bright
Billy Duane	. June bright
Curly	Eddie Kotai
Singer	Audrey Young
Curly Singer Los Angeles Ra	ms

"Easy Living" is only mildly successful in putting over its story. Spotty grosses, at best, can be expected. Its pro football back-ground offers some exploitation possibilities if released during the possibilities if released during the gridiron season and the cast names are good, but, on the whole, it's disappointing film fare that lacks the common touch needed to put

it over.

Despite the action promised by
the pigskin premise, the mowement
is static and the script by Charles
Schnee is a character study rather
than a fast-moving plot. Dialog
listens okay but does little to snap
up the pace and Jacques Tourneur's direction has arty inflections that make the yarn difficult
to follow.

up the pace and Jacques Tourneur's direction has arty inflections that make the yarn difficult to follow.

Victor Mature is the plot hero, a pro footballer who discovers he has a bad heart but still keeps in the game in an effort to hold an ambitious wife who's inclined to stray when her busband is no longer a hero. The story development is obvious, except for the ending, but the twist is not enough to save what has gone before. Finale is a face-slapping, sex-laden sequence which brings Mature and the wife, Lizabeth Scott, back together after he smacked her into the proper wifely pose.

Lucille Ball's starring role, while expertly done, doesn't realize on the possibilities of her name and talent. As a disillusioned girl who carries a torch for Mature with little chance of getting him, the role develops the sympathy totally lacking in Miss Scot's character and the audience will pull for her to get her man.

Mature is up to his usual good standard and his personality helps the character rand the audience will pull for her to get her man.

Mature is up to his usual good standard and his personality helps the character proting hard time making a cryptic character come to life. Art Bake, an elderly amourist: Paul Stewart, news lensman; Jeff Donnell, Tuft's wife; Gordon Jones, footballer; Kenny Washing-ton, Julia Dean, Everett Glass are among the others who try hard to spark the synthetically realistic character probing in the Irwin among the others who try hard to spark the synthetically realistic character probing in the Irwin Shaw original. Physical feet.

Physical framework supplied by Physical framework supplied by Robert Sparks' production guidance keeps a good part of the footage in the locker room and on the field and, otherwise, is adequately glossed for the story to told. Good lensing by Harry J. Wild projects the arty influence of the Tourneur direction. Score has one song, the title tune, used during a party scene.

Brog.

Yes Sir, That's My Baby

Yes Sir, That's My Baby

(COLOR-SONGS)

Universal release of Leonard Goldstein production. Stare Donald O'Connor. Streenplay. Oscar Brodney: comera (Treh Incolor). Irving Glassberg: edito. Ted J. Kenti dances, Louis Da Pron: songs. Walter Schart, Jack Brooks, Walter Onalders Schart, Jack Brooks, Walter Onalders Schart, Jack Brooks, Walter Onalders, S. 49. Running time. 12 MINS.

William Waldo Winfield Donald O'Connor Professor Jason Haite! Charles Coburn Brand Jane Winfield Arnold Schultze. Joshus Shelley Barbara Brown Dawis Brooks, Control of Connor Conn

"Yes Sir, That's My Baby," from le Walter Donaldson-Gus Kahn "Yes Sir, That's My Baby," from the Waltar Donaldson-Gus Kahn pop tune, has been made into an innocuous though pleasant comedy that should satisfy most tastes. Starring the extremely talented bonald O'Connor, it Is hokey, yet with a rather disarming quality bubbling with youth. It has a cute story and apparently wasn't too expensively budgeted.

"Baby," with its title tune as part of the musical background, deals with ex-GIs who have returned to college postwar. Some of them have, in the were year, quired wives and children, and it's

Miniature Reviews

"I Was a Male War Bride" (201h). Saucy comedy starring Cary Grant, Ann Sheridan; cinch boxoffice winner.

(Easy Living" (Song) (RKO).
Drama with pro football background; only moderate and spotty grossing possibilities.

"Yes Sir, That's My Baby"
(U-1) (Color-Songs). Uppre-

tentious but entertaining b.o. comedy with Donald O'Connor.

"Make Mine Laughs" (Songs) (RKO). Entertaining vaude show on film with musical ex-cerpts from RKO pictures.

"South of Rio" (Song) (Rep), Good Monte Hale western for the oater market.

a question of adjusting their academics with their family life. For instance, there's a quintet of football stars who have to fit their gridironing in with their babyminding, at the dictation of the wives.

Also complicating matters are a frustrated femme psychology prof who is all for having the wives—her students—not allow their husbands to play ball. But a male biology prof, who is also the football coach, seeks to pit his charges against the distaff uprising, with the solution reached only when the two profs get together romantically. It seems that 30 years before they had broken off their romance, and that was a contributing factor in her frustration.

O'Connor is excellent as the gootball star singing densing and

and that was a contributing factor in her frustration.

O'Connor is excellent as the football star, singing, dancing and generally cavorting himself with an ingratiating personality. Gloria de Haven is cute as his wife, while Charles Coburn is fine as the coach, though he's probably the only monocled grid mentor in the business. Joshua Shelley, from the Broadway stage, gets laughs as a frustrated gridder, and Barbara Brown does okay as the psych prof.

There is one dance routine done by O'Connor that shows him off especially well. Direction and scripting are nifty, with several incidental songs serving okay for

cidental songs serving okay for background additionally to the sock title tune. And the Technicolor is an orbful. Kahn.

Make Mine Laughs (SONGS)

RKO has concocted another vaude show on film that lives up to the title of "Make Mine Laughs." A fast 63 minutes of fun and songs are unreeled, highlighting new footage and clips from previous RKO releases. It is excellent underpinning for dual bills.

Emeceing the setup is Gil Lamb He gives the intros a glib sendoff and also collects a few laughs on his own. Musical talent is strong, having Ray Bolger's standout terping; Dennis Day's tenoring; and

Little League Baseball

Designed to provide American youths 8-12, with planned Designed to provide American youths 8-12, with planned outdoor recreation. Little League Baseball is an amateur, non-profit community undertaking, which to date is located in 22 states and consists of over 900 teams with 13,000 kids participating. Produced by the Little League Baseball Assn., with the cooperation of the U.S. Rubber Co., this 20-minute short provides an interesting and entertaining presentation of the league's development.

In addition to an informative background commentary by Joseph Hasel, the film is highlighted by a play-by-play description of the 1948 Little League championship game.

description of the 1948 Little League championship game. Professional sportscasting by Ted Husing, excellent camera work by Burgi Conter and Russell Carrier, and creditable direction by Emerson Yorke fill this lengthy sequence with-all the color and excitement fermented at a major league lussle.

tussle.

Though pic may run too long for some exhibitors purposes, it nevertheless is good film fare with appeal for buseball fans and other who enjoy watching children in action. Film is available in both 35m and 16m prints.

Frances Langford's torching. Day and Anne Shirley work together on "If You Happen to Find My Heart." Miss Langford sings "Send Back My Love to Me."

on "If You Happen to Find My Heart." Miss Langford sings "Send Back My Love to Me."
For comedy, picture teams Joan Davis and Jack Haley and the sequence is topped by Miss Davis' initiation of an outboard motor. A Leon Errol domestic comedy is included for sturdy chuckles. Assisting him are Myrna Dell and Dorothy Granger. A high spot of the film is Robert Lamouret and his dummy duck in a hilarious ventriloquist routine. Manuel and Marita Viera with their monkey orchestra; Freddie Fisher and his Schnickelfritzers; Rosario & Antonio in a Latin dance routine; the Titans, muscle act; and Frankie Carlo's keyboarding are among the easy-to-take moments. Added fun comes from clips out of a 1920 Pathe newsreel showing bathing

fun comes from clips out of a 1920 Pathe newstreel showing bathing beauties of the period, and an early-day silent sob drama. Production by George Bilson sets the picture up in showmanly revue style and Richard O. Fleischer's direction gives it fast pacing. Lensing and editing are good. Brog.

South of Rio (SONG)

Hollywood, Ang. 5.

Republic release of Melville Tucker production. Slars Monte Itale: returners Kay Christopher, Paul Hurst. Roy Earcroft. Douglas Kennedy. Don Hargerty. Rory Screenplay. Norman S. Itali; camera. John MacBurnie: editor. Harold Minter. Previewed Aug. 2, '49. Running time. 40 Mil85.

Mins.

Jeff Lanning
Carol Waterman
Carol Waterman
Lon Bryson
Bob Mitchell
Dob Mitchell
Dob Mitchell
Don Brenon
Roy Barcroft
Don Haggerty
Dan Brenon
Roy Malinson
Tearly
Waterman
Lane Bradford
Lenty Waterman
Waterman
Weston
Tom London

"South of Rio" will serve the galloper market very well. Film measures up to the best of the Monte Hale series at Republic, combining plenty of action with an okay, plot to entertain the kiddies.

okay plot to entertain the kiddies. Hale is out to break up a gang operating the protection racket in the western territory. The hero's brother is in with the buddies and is responsible for Hale being kicked out of the Rangers. On his own, Hale tackles the crooks and aids the territory in its move to gain statchood.

gain statehood.

Dealing out of western justice has Hale riding hard and handy with sixgun and fists, although as a marksman his aim is bad. Same is true of others in the cast, all of whom waste a lot or tead before the final foolage sees the gang done in. Hale reinstated in the Rangers and a romance blooming between the hero and the femme publisher of the territory newspaper.

publisher of the territory newspaper.
Alding Hale's heroics are Paul Hurst, printer-reporter who does a good job; lawman Myron Healey and Tom London. Roy Barcroft heads up the crooks and Douglas Kenedy is excellent as the wayward brother. Kay Christopher is adequate in the heroine spot.
Philip Ford's direction of the Norman S. Hall script is punchy, keeping things on -> move for a fast 60 minutes. Melville Tucker supplied suitable production backing for the action and John Mac-

ing for the action and John Mac-Burnie did the good lensing. Brog.

Maid of Formosa (CHINESE)

China Film Agency release of Northwest Film production. Directed by 10 Fei-Kwong. Screenplay, Tong Shoo-Ilua: camera. Chow Ta-Ming: English titles. Charles Clement. At Stanley, N. V. Aug. 6, 48. Running time, 98 Mins.

 6, 48. Running time, 78 MINS.

 Minna
 Shen Min

 Dr. Huai-Han Lin
 Tsung Yao

 Namo Haka
 Wong Yoeh

 Young Lin
 Lin Tse-Hou

 Chief Haka
 Chow Yin-Yun

 Drunkard
 Sou Hu

Concavard Sou live Chinese English Titles)

As the first Chinese-made pic to be released in the foreign language circuit, 'Maid of Formosa' has no other claim to distinction. Reportedly produced for about \$10,000, the film proves that more coin is needed to make an acceptable product even with cheap Chinese labor costs. This item has no possibility in the U. S. market aside from small curiosity appeal.

Pic indicates that Chinese producers are aping the worst aspects of low budget U. S. films of about 20 years ago. Mixing a pseudomodern approach with crude techniques, the producers even failed to make use of China's exotle backgrounds.

to make use of China's exotlc backgrounds except for a couple of travelog shots that are inserted. Bulk of the film was shot on transparently rickety sets.

Yarn revolves around a Formosan princess who commits suicide after tribal customs prevent her from marrying a Chinese doctor. In the lead, actress Shen Min plays the primitive princess with pencilled eyebrows and heavy lipstick. The cast's thesping style has nothing to recommend.

Pueblerina (Town Tale) (MEXICAN)

(MEXICAN)

Peliculas Nacionales release of Producciones Reforma production. Stars Roberto Canedo, Columba Dominguez: festure Canedo, Columba Dominguez: festure Lamael Perez. Directed by Emilio Fernandez. Screenplay and administration Magdaleno: camera. Gabe Magdaleno: City. Running time, 18 MINS.

Combo of top work by new. comers and vets makes this simple story excellent entertainment any. where. "Pueblerina" is a grand start for a new producer. Productiones Reforma. It wins kudos for director Emilio Fernandez. and cameraman Gabriel Figueros. Setting is a typical hamlet in Mexico Valley, with the grandeur of the backdrop of Popocatepeil and Iztaccihuatl, towering twin volanic mountains. Mood music provided by Diaz Conde. Atmosphere characteristic of the scene is perfectly captured.

Cast has the Gallic gift for naturalness of acting. Roberto Canedo hitch-hikes home from jail where he was railroaded on a murder rapatter serving half of a 12-year stretch, to find his aged mother dead and himself unwanted. Luis Aceves Castaneda, as the hamlet political-economic boss comer is

Aceves Castaneda, as the hamlet political-economic boss comes in with Canedo. Latter falls for former's sweetheart, Columba Dominquez, who reciprocates his affection

on. Triangle involves cock fighting scenes, horse racing, gambling, village fiesta, gun fighting, etc., until drama has a happy ending. Grah.

Guglielmo Tell

(ITALIAN)

(ITALIAN)

Genoa, July 18.

Atlantis Film release of ICET (Gergis Venturin) production. Stars Gino Cert. Monique Orban, Paul Muller: feedure Aldo Micodemi, Raf Pindi, Directed by Aldo Micodemi, Raf Pindi, Directed by Ternando Perevitalia, Gluseppe Zucca: adapted from about the Communication of the Comm

Weak costumer has little except its title to help sell it. Pic is being billed here as "Story of the Swiss Hood." but even the moppet trade will find the going heavy in spite of the comeon. Slow pace and lack of action, plus unimaginative direction by Giorgio Pastina, keep this from rising to even average costume pic level. Based on F. Schiller's play, story bears little resemblance to the original. the whole emphasis being switched from William Tell to a romance between Rudens and Berta with interferences by the villaionis Gessler.

Even the apple-shooting scene Rudens and Berta with interferences by the villaionis Gessler.

Even the apple-shooting scene fails to pack the expected punch, due in part to the poor adaptation of G. Rossini's famed score, inepl handling of which often makes supposedly dramatic scenes seem ridiculous.

Acting by Gino Cervi lends athority to the navi of the Swiss.

ridiculous.

Acting by Gino Cervl lends authority to the part of the Swiss, hero, and Paul Muller is properly villainous as Gessler. French actress Monique Oroan has little to do as Berta. Location photography with Italian Alp backgrounds is good.

Trust Law

Continued from page 5

employees; or to make contracts based on discussion had by the based on discussion had by the BFPA with the Personal Managers

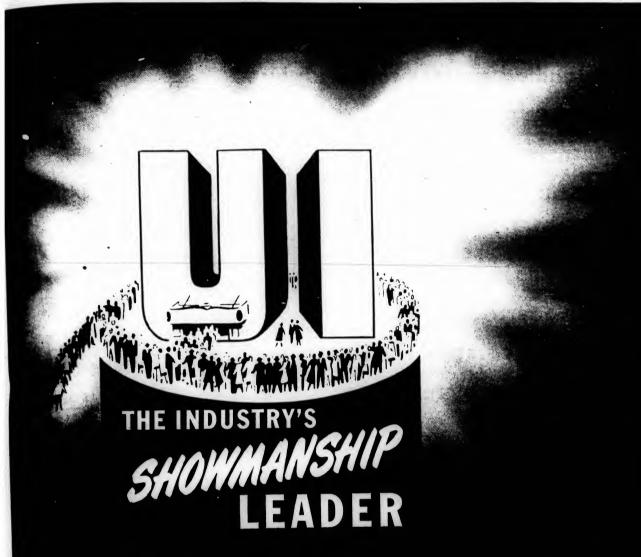
Plan calls for slashing of salaries Pian calls for siasning of salarion a graduated scale varying from 10% for persons receiving 26 pounds (\$1.044) yearly to a maximum of 20%. All clerical workers employed in London offices are exempt. Each case of an employed under contract will be dealt with separately.

separately.
Scheme is to be binding on all Scheme is to be binding on an BFPA nembers. It comes into operation Oct. 1. It applies equally to distributing outfits associated with the J. Arthur Rank. Sir Alexander. Korda and Associated Brit-

ish Picture interests.

In the event of a salary fixed by contract which is to expire within six months or so, no attempt to the salary fixed by contract which is to expire within six months or so, no attempt to the salary fixed by the salary fix within six months or so, no alternythe need be made to cut pay for the balance of the period. Proper percentage slash, however, is to be put through when the pact is renewed. On the other hand, existing contracts with more than a half-year to go would be subject to an attempt to cut through negotiation.

Agreement provides that if the industry's economic position is still bad in 12 months time. BFPA may decide to apply a further graduated



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Here's LEADERSHIP harnessed to top-notch product with "BUILT-IN" box-office values...
Here's the kind of LEADERSHIP that makes the industry say...

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PICTURE of PICTURES!

Dana ANDREWS

ad MIKE...hardboiled American skipper of the blockade-running refugee ship.

He'd do anything for a fast buck.

Marta TOREN

SABRA...woman in a man's world and worth 20 men in any fight. Worth \$10,000 to the enemy dead or alive

Stephen McNALLY

 DAVID... fighter in the secret Desert Legion. He had everything to win and nothing to lose—but his life. Timely,
Exciting,
Dramatic,
Absorbing...
The greatest
adventure
the screen
has had
in years!

""SWORD IN THE DESERT' has caused much excitement, and it isn't even released yet." lnez Wallace, Cleveland Plain Dealer



SWORD IN THE DESERT

Inside Stuff—Pictures

Power of a picture's title to push up its boxoffice varies directly with the marquee value of the cast, Dr. George Gallup's Audience Research the marques exist in a report to its clients. If the cast is strong, the Institute asserts in a report to its clients. If the cast is strong, the report states, the title doesn't make too much difference. But if the cast is weak, a good handle on a pic can push up appreciably its "want-to-

is weak, a good namie on a pit can push up appreciately its want-to-see."

"Cast is the most important factor in a picture's want-to-see." ARI declares. "Casts with low marquee value tend to produce low want-to-see and casts with high marquee value tend to produce high want-to-see are casts. With low marquee value tend to produce high want-to-see. In the latter case, a change in title will not make great changes in the want-to-see every time. With low marquee value casts, however, in the becomes a more important part of the picture's label and a strong title becomes a must if the picture is to do its best. It is, of course, necessary to strengthen every other element in the picture so far as possible, but the title is the one element about which something can be done most readily."

ARI uses as illustrations of its point the pictures "Best Years of Our Lives" and "Back to Bataan." Former was originally labeled "Glory for Me." Change resulted in pushing up the w-t-s only three points, from 64 to 67. "Back to Bataan" was originally monikered "The Invisible Army." Switch in its title pushed up the w-t-s nine points.

RKO theatre execs would like it better if the dailies reviewed the stage bills instead of the picture at the N. Y. Palace. Since the house opened two months ago, there has been a paucity of favorable Palace film reviews by New York's screen-appraisers.

In the case of this particular theatre, execs feel that an exception should be made. Pictures are booked into the house virtually as fillers, and are bought primarily on a price-basis. The major lure at the Palace is its eight-act vaude bill as is evidenced by the fact that so many patrons exit immediately after the stageshow.

Lone N. Y. daily paying attention to vaude aspect is the Post which has a Saturday column covering the various stage shows in town. Those concerned with the Palace operation would like to see all papers discuss the live talent at length. They wouldn't complain if the picture was given the brush—the opposite of current practice.

Gloria Safter has acquired the rights to agent any deal involving the filmization of a story about 14-year-old Johnny Spear, the deaf mute who was found last week living in the wilderness known as the Big Thicket in Splendora, Texas. The boy, one of seven children, was turned loose in the Texas jungle by his family because there was no room for him in the two tents they occupied on the edge of the thicket varn about the youth, who lived on raw meat and fish, broke as a United Press release last Wednesday (7).

Miss Safter contacted her Texas representative. Harriet Bath, who negotiated a deal with naturalist Larry Dean. Dean was responsible for taking the boy out of the thicket and was given authorization by the youth's parents. Lillie Messinger, Miss Safter's associate on the Coast, will handle further negotiations.

United Artists is taking no chances on complicating the trouble it is la already with the Federal Trade Commission on "Colonel Blimp." J. Arthur Rank pic is currently playing the Madison avenue Translux in New York. Ads, in type almost as big as the title, announce "Original uncut version." And that's just what is being presented—all two hours of it.

UA was cited by the FTC a couple years ago and is still involved in a long series of hearings and appeals on charges that the pic was cut without notice being given in the advertising to patrons that they weren't getting the original, untrimmed version.

First survey of picture performances at the boxoffice by the Theatre Owners of America has been sent out to its members by the exhib group. Intended as a weekly report, somewhat along the lines of National Allied's Caravan, the TOA bulletin classifies pix as big, very good, good, fair, poor and suitable for second features only. In the report, country is divided into four sectors—east, south, midwest and west—with three population brackets provided, towns of 2,000-10,000; 10,000-25,000; and over 25,000. Teeoff survey covers 29 pix. Sampling is obtained through TOA members who are asked to file reports weekly.

With the opening of UA's "Too Late for Tears" at the Mayfair, N. Y., Saturday (13), Arthur Kennedy will be spotlighted in three films playing the metropolitan N. Y. area. The two other Kennedy pictures are UA's "Champion" and RKO's "The Window." The former is now making the rounds of nabe houses, while the latter opened at the Victoria Saturday (6). In addition to the films. Kennedy is also featured in the Broadway production of "Death of a Salesman."

Twentieth-Fox, in line with its recently-announced policy of aiding small town exhibitors, has launched a special campaign supplement to be prepared for them on all important 20th product. Containing publicity copy and art, ads and exploitation ideas slanted especially towards the smalltowners, the supplement will be inserted in the regular press book. First of these will go out with the press sheets on "House of Strangers."

COLUMBIA PICTURES 'COUNTER-SPY' SERIES

Columbia Pictures has virtually closed a deal with Phillips H. Lord, lac. for the film rights to the latter's radio adventure show. 'David Harding, Counter-Spy." Picture company already has filed the label with the Motion Picture Asn, of America's Title Registration Bureau and in addition has aubmitted the tag. 'Counterspy.' Originated by Lord, the ether melodrama is built around a Federal undercover agent and started on the air in 1942. It's understood that Columbia may use the property for an action series similar to its "Crime Doctor" films. Price is undisclosed in the transaction

undisclosed in the transaction which is said to be all wrapped up except for some minor details.

Settle Alger % Suit

Chicago, Aug. 9

Majors' percentage suit against the Alger theatre circuit, LaSalle, Ill., in Cook county superior court before Judge Frank Padden last week reached an out-of-court settlement.

Federal action was dropped with the agreement of payment of court and lawyers' fees by the majors, which amounted to over \$10,000. Case was the largest percentage action in the midwest in recent years, involving over a dozen houses.

SIMPP Committees

Bogeaus Troupe Back
United Artists producer Benedict Bogeaus and his cast and crew returned to the Coast from New York over the weekend after two weeks of shooting on "Johnny One-Eye." Rest of the pic will be lensed in Hollywood.

Pat O'Brien and Wayne Morrisheaded the cast for scenes on a Staten Island ferry be in Washington square, Bre ay, Sutton place and Third avenue.

Hollywood, Aug. 9.

Cecil B. DeMille, chairman of the Motion Picture Industry Council, appointed five members of the industry group.

Gunther Lessing will serve on the executive committee. Bagnall on the program and agreements committees, James Nasser on the financial committee, Roy place and Third avenue.

Jolson's Split-Second

Trailerizing the preem of "Jol-son Sings Again" at the Loew's State, N. Y. ...ex! Wednesday (17.1 Al Jolson tonight (Wed) opens a whirlwind personal appearance tour throughout the Loew's metro-politan circuit. Pic, in which Jol-son bases pointain circuit. Pic. in which Joi-son has a substantial interest, will be plugged by Jolson via capsulc 10-minute stage shows to be played at six theatre nightly for three nights ending Friday +12°.

nights ending Friday (12).
Jolson will be accompanied by
Coast bandleader Matty Malnick,
his personal pianist Harry Akst and
a Local 802 orch. Jack Lacy, WINS
disk jockey, will ennee the shows
which will offer two numbers by
the mammy singer and one band
number. In order to cover the
heavy p.a. schednle, arrangements
have been set up to instantly interrupt the films shows at the
various theatres when the caravan
arrives.

Itinerary opens tonight at Loew's Itinerary opens tonight at Loew's Yonkers and will close at the Victoria in Harlem. Tomorrow (Thurs.) Jolson will start from the Coney Island theatre and will wind up at the Manhattan Orpheum, and on Friday, he'll open at the Triboro in Astoria with the Pitkin in Brooklyn getting the final show. In 45 other houses, film trailers will be shown announcing the Jolson announc announcing the Jolson appearances at the other 18 houses.

Faster Playoffs

Continued from page 4 =

guarantees to "Door" and "Stranger" and on the latter, par-ficularly, either lost money or came mighty close.

With all of Broadway open to him, Montague switched from the 1,300-seat long-run Astor to the 3,450-seat State. While an Astor booking over a protracted period is strong prestige for a pic in other territories, Montague apparently figured he didn't need such a buildup for "Jolson." Advantage at the State is that Col can get its money out much faster, since the run will be shorter in the bigger house and the film can begin playing the Loew's circuit much sooner.

"Battleground' Into Astor? 'Battleground' Into Astor?

"Battleground" Into Astor?
CI is now hoping to get Metro's
"Battleground" for the Astor. That
would be a switch, with a Col pic
going into a Metro house ("Jolson"
is the first outsider to play the
State since it went into the present
policy) and a Metro pic going into
the Astor. policy) and the Astor.

the Astor.

Metro has made no commitment on "Battleground," a Dore Schary personal production and company's top pic of the year. Company is waiting to see how "Jolson" opens at the State next Wednesday (17). If it is tremendous, indicating a lengthy stay, M-G will consider the Astor and other houses for "Battleground." Otherwise, the company will hold it for its own longrum flagship.

"Battleground." Otherwise, the company will hold it for its own longrun flagship.

With a stzable list of houses now competing for any pic heralded as being slightly better than average, distribs report something of a breakdown in the hard front on terms that the Broadway theatre operators had been putting up. Houses are still demanding that they be guaranteed their operating nut—which distribs feel is generally inflated—and toss in such items as \$400 "booking fees." but terms otherwise offered are a little better than they've been in the past. Among houses which a producer can turn to with any moderately acceptable picture are the Capitol. Astor. Criterion, Globe, Palace, Mayfair, Gotham, Rialto, Rivoli and Victoria.

Par's Controllers Now Make With the Figures

Make With the Figures
were summoned to New York early
this week for a series of confabs
at the Hotel Astor preparatory to
the theatre chain's launching into
independent operation. The twoday meet, which ended yesterday
(Tues), was chairmanned by Si
Siegel, Par's top theatre controller
More than a dozen controllers from
various Paramount chains attended the huddles.
Leonard Goldenson, Par's the
tare chief, opened the meet. Also
on hand from the h.o. were Walter
Gross, general counsel, and Robert O'Brien, future veepee of the

Gross, general counsel, and Rob-ert O'Brien, future veepee of the chain. Number of accounting changes which must be made be-fore Jan. I when the circuit sep-arates from the parent org were discussed.

Swing of Loew Theatres Film Rental and Payroll Take 50% Out of Each Boxoffice Dollar Take

SOPEG Wins at Col

Prepping for resumption of new contract talks with the majors Aug. 30. Screen Office & Professional Employees Guild racked up a union shop election victory at Columbia Pictures by a vote of Columbia Pictures by a vote of 193 to 54. Conducted by National Labor Relations Board, election was first in a series of company-by-company contests to determine whether SOPEG is entitled to union shop.

Talks between the whitecollarites and the majors will reopen at the end of the month after a long break. Meeting was arranged by the U. S. Conciliation Service, whose previous efforts to bring about a settlement failed. SOPEG is acking for enhancing the service of the service is asking for substantial wage hikes, retroactivity to September 1948, and an arbitration setup.

STAG FILM DISTRIBS NABBED IN N.Y. RAID

The accidental arrest of two men by Detectives Daggett and Phe-lan of the Safe and Loft Squad, on Tuesday (2), has led the police to believe they have cracked the ring that has been flooding New York with French postcards, porno-graphic literature and indecent films calculated for stag showings.

.The detectives, who were following an anonymous tip on a supposed loft robbery, noticed two men acting suspiciously. Figuring they were contemplating the loft haul, they tailed them to the buildhaul, they tailed them to the building at 24th street and Madison ave. After satisfying the dicks they were tenants, the cops decided to look around and their curiosity revealed the place was loaded with obscene films, literature, etc. When confronted the men claimed ignorance of who owned the stuff. After further questioning they were placed under arrest. They gave their names as Kenneth Dads, 37, salesman, and Gastano Sessa, 45, also a salesman. Upon arraignsalesman, and Gastano Sessa, 45, also a salesman. Upon arraignment in Essex Market Court Friday (5), the pair waived examination and are held in \$2,500 bail for Special Sessions.

Wilcoxon Trailerizing Par-DeMille's 'Samson'

Armed with color slides of Paramount's "Samson and Delilah," blowup prints, color art and fashion designs, thesper Henry Wilcoxon is getting set for a swing through 24 U. S. cities and two in Canada. In seeking to parlay exploitation on the Cecil B. DeMille oppus with civic activities, Wilcoxon plans to meet with women's clubs, religious orgs, schools, manufacturers and press, radio and film outlets.

Actor shoves off from the Coast

Actor shoves off from the Coast Saturday (13) on a three-month itinerary. His first port-of-call is San Francisco.

U's 'Baby' Bally
Al Horwits, Universal's studio publicity head; Charles Simonelli, exploitation chief; producer Leonard Goldstein and actor Charles Coburn shoved off for Chicago yesterday (Tues.) to join forces in ballying the world preem of U's 'Yes Sir, That's My Baby.' Picopens today (Wed) at the Roosevelt. Horwitz and Goldstein continue to the Coast Friday (12) while Simonelli and Coburn return to New York. Horwitz was east for a week of confabs with h.o. execs.

Blank's 70th Birthday

Des Moines, Aug. 9.
More than 290 Iowans paid
tribute to A. H. Blank, president of
Tri-States and Central States Theatre Corps. at a testimonial dinner
honoring his 70th birthday at the
Standard Club here.

A bronze plaque was presented to Mr. and Mrs. Blank as tribute to their generosity and Interest, not only in civic, but in state and world affairs, and especially for their gift of the Raymond Blank Memorial Hospital for children established in memory of their son. It's said to be one of the finest children's hospitals in the entire country.

heaviest bite out of each boxoffice dollar received by the average in-die theatre circuit, a sample bud-get made up for the instruction of its managers by a New York loop discloses. The two top items each take 25c out of every buck received after taxes, while profits are

take 25c out of every buck received after taxes, while profits are figured at about 6\(^12\)°c.

Jack Hattem, film buyer for the Interboro Circuit, which operates some 36 houses in the metropolitan N. Y. area, has dissected an average circuit's income in a pamphlet made up for the enlightenment of the chain's employes. Hattem bases his figures on a loop of 20 houses with capacitles from 500 to 2.500 seats and taking in, exclusive of taxes, about \$2.000,000 a year.

Here is the breakdown; film

taxes, about \$2,000,000 a year. Here is the breakdown: film rental, 25%; payroll, 25%; rent, 18%; administration, 7%; light and power, 3%; advertising, 4%; taxes and insurance, 5%; depreciation, 3%c; other charges out of which come the 6% or 6½% profity, 10%; Boggarding film santal which

come the 6% or 6½% profit, 10%. Regarding film rental, which is even more of a controversial subject than usual these day, Hattem declares that 25% of the gross receipts over a period of a year "is accepted by exhibitors as film rental for both features and shorts. The showman whose average film bill runs beyond that is destroying his profit possibilities or he is on his way out of business. On the other hand, if the exhibitor's total film cost runs below 15%, he is other hand, if the exhibitor's total film cost runs below 15%, he is unfairly taking advantage of a situation. This just as dangerous to exhibition as the showman who permits costs to run away with him and pays excessive film rentals."

Other Breakdowns

Other Breakdowns
The 7% charge of "admlnistration," Hattem explains, includes
"general home office overhead,
such as rent, light, help, telephone,
stationery, booking and buying, offeers' salaries and other items of
expense which are contributing
factors in homeoffice operations."

Regarding advertising: the 4° between expenditure should include "newspapers, theatre front display, programs, billboards, accessories, trailers, heralds, advertising salaries to billposters, valances, mailing list and other items of publicity."

The "other charges" category, in addition to profit. Hattem explains, includes "group insurance, repairs, sound service, film delivery, telephones, cleaning supplies, carbons, electric bulbs, tickets, licenses, legal expenses, fuel ofl, water, bonuses, charities, dues, royalties, fire alarm and uniforms for help."

Rotating Officerships For TOA on Conv. Agenda

Likelihood is that Arthur Lockwood, prez of Theatre Owners of America, and Ted Gamble, board chairman, will step down as the two top TOA officers when that national theatre group meets in Los Angeles Sept. 12-15. Understood that both high officials base best. Angeles Sept. 12-15. Understood that both high officials have Indicated a desire to turn over their jobs to other TOAers in an effort to rotate offices among active members as much as possible.

TOA officials are seeking to establish the rotating principle as traditional in the org. Exec committee meetings have been discussing possible new officers although the committee is not expected to come up with an official slate. After some durit counding of potential some quiet sounding of potential candidates, it is said that the last word on selections will be left to the body at the convention.

Among those attending exec committee meetings have been Lockwood, Gamble, Si Fabian, Leonard Goldenson, Samuel Pinan-ski, Robert Coyne, Gael Sullivan and Herman Levy. Details of the convention are also being dis-cussed.

Texas Boosts P. E. Smith

Lubbock, Texas, Aug. 9.
Political observers throughout
the state agree that Preston E.
Smith. local exhibitor and a member of the Texas legislature is a
definite and strong dark horse possibility in the Texas gubernatorial

He is currently serving his third term and is the only member at present in show biz among the state law-bodies membership.

L.A. in Sharp Seasonal Downbeat But 'Boundaries' Big \$10,000 in One Spot; 'Patch' Okay 28G in 4, 'Lining' 38G, 2d

Los Angeles. Aug. 9.

Firstruns are experiencing a sharp downbeat this frame with oversupply of holdovers, only two new bills and beach weather hurting biz. Best of newcomers is "Lost Boundaries," in 900-seat Four Star, where it will hit sharp \$10.000 or close. "Dan Patch," only other new entry, is sighting an okay \$28.000 in four small-seaters.

Pacing holdovers is "Silver Ling," with pleasing \$38.000 in three theatres, second week. "Mr. Soft Touch" looks oke \$25,000 in second stanza, two houses.

Touch" looks oke \$25,000 in second stanza, two houses.

"Great Gatshy" is mild \$23,000 in second round, two Par houses.
"Not Wanted" looms pleasant \$24,-000, second frame, six spots. "Blue Lagoon" is down to \$16,500 for four sites, second session.

Estimates for This Week

Estimates for This Week
Beverly Hills, Downtown,
Hawali, Hollywood Music Halls
(Prin-Cor) (834; 902; 1,106; 512;
55-\$1) — "Great Dan Patch" (UA)
and "Silent Conflict" (UA). Okay
\$29,000. Last week, "Too Late For
Tears" (UA) (10 days), \$26,500.
Chinese, Loew's State, Loyola,
Uptown (FWC) (2,048; 2,404; 1,248;
1,719; 60-\$1)—"You're My Everything" (20th) and "Temptation
Harbor" (Mono) (3d wk-4 days).
Slim \$17,000. Last week, down to
\$27,200.

\$23.900. Last week, \$23.905. Last week, \$23.900. Esquire (Rosener) (\$685; 84.1.20)—"Never Give Sucker Even Break" (Indie) 2d wk). Near \$3.500. Last week, good \$4.500. Fine Arts (FWC) (679; \$1.20-\$2.40)—"Red Shoes" (EL) (32d wk). Good \$5.000. Last week, \$5.500. Four Star (UA-WC) (900; 74-\$1)—"Lost Horizon" (FC) (reissue). Sharp \$10.000. Last week, "Ed-Sharp \$10.000

—"Lost Horizon" (FC) (reissue). Sharp \$10.000. Last week, "Edward, My Son" (M-G) (5th wk), \$2,900.

\$2,900.
Laurel (Rosener) (890; 85)"Quartet" (EL) (11th wk). Net
\$5,000. Last week, \$5,500.

'Number' Racks Up Nice 11G, Omaha; 'Bride' 10G

Metro Is hogging the spotlight this week with "Any Number Can Play" at Paramount and "Barkleys of Broadway" at State, Former is nice while "Barkleys" shapes very big at small-seater State. "Bride of Vengeance" is mild at Orpheum. "Dumbo" and "Saludos Amigos" looks fancy at Brandeis.

Estimates for This Week Paramount (Tristates) (2.800; 16-65)—"Any Number Play" (M-G), Nice \$11.000. Last week. "Silver Lining," (WB), \$11.500 which built to last day and then moved to the Omaha.

Lining," (WB), \$11.500 which built to last day and then moved to the Omaha.

State (Goldberg) (865; 16-65)—
"Barkleys of Broadway" (M-G).
Great \$5,000. Last week. "One False Step" (U) and "Beware Spooks" (Col), fair \$4,000.

Brandeis (RKO) (1,500; 16-65)—
Disney revue of "Dumbo," "Saludos Amigos" and "Seal Island" (all RKO). Tremendous afternoon business, and big \$8,000 on week.
Last week. "Colorado Territory" (WB) and "State Department" (FC),
\$7,000.

(WB) and State ST. (WB) and State ST. (WB) and State ST. (WB) and (Tristates) (3,000; 16-65)—"Bride of Vengeance" (Par) and "Daughter of West" (FC). Light \$10,000. Last week. "Great Dan Patch" (UA) and "High Fury" (UA), \$10,800.

Broadway Grosses

Estimated Total Gross
This Week ... \$716.900
(Based on 18 theatres)
Last Year \$571,000
(Based on 14 theatres),

Gable Standout In Det., Big \$16,000

Detroit, Aug. 9.
Clark Gable's "Any Number Can
Play" (M-G) is giving the AdamsIts biggest audience in months and
is taking biz laurels this stanza.
"You're My Everything" at the Fox
and "Great Gatsby" at the Michi
gan look okay. Holdovers of "Love
Happy" (UA) and "Silver Lining"
(WB) are standing up well.

Estimates for This Week
Fox (Eox-Mich) (5 000: 70-95).

Estimates for Inis week

Fox "Fox-Mich) (5,000; 70-95)—
"You're My Everything" (20th) and
"Ringside" (SG). Good \$27.000.
Last week, "House of Strangers"
(20th) and "Lone Wolf Lady" (Col)
(2d wk), \$22,000.

(2d wk), \$22,000.

Michigan (United Detroit) (4,000;
70-95)—"Great Gatsby" (Par) and
"Special Agent" (Par). Nice \$24.
000. Last week, "Silver Lining"
(WB) and "Hellfire" (Rep) (2d wk),
\$20,000.

Palms (UD) (2,900; 70-95)—
"Love Happy" (UA) and "Night
Unto Night" (WB) (2d wk). Good
\$15,000 or near. Last week, great

Unto Night" (WB) (2d wk). Good \$15,000 or near. Last week, great \$21,000.

United Artists (UD) (2,000; 70-95)—"Home of Brave" (UA) and "Singing Dude" (UA) (3d wk). Swell \$18,000. Last week, \$25,000. Adams (Balaban) (1,700; 70-95)—"Any Number Play" (M-G). Big \$16,000. Last week, "One False \$16,000. Last week, "One Jowntown (Balaban) (2,900; 70-95)—"Illegal Entry" (U) and "One Woman's \$10,000. Last week, "Neptune's Daughter" (M-G) and "Lovable Cheat" (FC) (4th wk), \$9,000.

L'ville Lags; 'Strangers' Low \$9,000, 'Summertime' Fine 14G, 'Bride' NG 5G

Fine 14G, Bride' NG 5G

Louisville, Aug. 9.

Biz is spotty this week, State with "In Good Old Summertime' catching nice trade, but the other new entry, "House of Strangers' looms sluggish at Rialto. Vaude bill at the National topped by Toni Harper, plus "Hit Parade" and "Lovable Cheat" shapes stronger than previous vaude-film bills.

Estimates for This Week
Mary Anderson (People's) (1,400; 45-65)—"Silver Lining" (WB) (2d wk). Holding up okay at \$7.000.

National (Standard) (2,400; 65)—"Lovable Cheat" (FC) and "Hit Parade" (Rep) (relssue) plus vaude topped by Toni Harper. Excellent \$8.000. Last week, "Time, Place (Girl" (WB) and "Crazy House" (Indie) (reissues), plus "Night in Paris," vaude-revue, modest \$6.500.

Rialto (Fourth Avenue) (3,000; 45-65)—"House of Strangers" (John Mild \$9,000. Last week, "Great Gatsby" (Par) and "Strike It Rich" (AA), solid \$13,000.

State (Loew's) (3,000; 45-65)—"Good Old Summertime" (M-G) and "Slightly French" (Col), Healthy \$14,000. Last week, "Any Number Play" (M-G) and "Henry, Raimmaker" (Mono), medium \$17.000.

Strand (FA) (1,000; 45-65)—"Bride of Vengeance" (Par) and

Strand (FA) (1.000; 45-65)—
"Bride of Vengeance" (Par) and
"Strange Case Mrs. Crane" (EL).
Modest \$5.000. Last week, "Illegal
Entry" (U) and "Arctic Manhunt"
(U) about same.

Small's 'Valentino' From Ullman Book

Hollywood, Aug. 9
Edward Small's biopic on Rudolph Valentino will be fitled "Valentino as 1 Knew Him." taken from a book written by George Ullman .who was the actor's agent.
Walter Craig, a newcomer to the screen, has been mentioned for the title role.

Tountainhead' 14G, Mont's

Montreal, Aug. 9.

Holdovers in most deluxers plus teriffic heat is resulting in a boxoffice slump here this week. "The Fountainhead," good at Loew's, will get top money.

Estimates for This Week

Loew's (C.T.) (2.855; 40-65)—
"Fountainhead" (WB). Good \$14.
000. Last week, "Edward, My Son"
(M-G) (2d wk), \$9,000.
"House of Strangers" (20th) (2d wk). Down to mild \$8,000 after strong \$13,000 opener.

Palace (C.T.) (2,625; 34-60)—
"Any Number Play" (M-G) (2d wk). Off to modest \$9,000 after sock first week at \$16,500.

Princess (C.T.) (2,131; 34-60)—

Princess (C.T.) (2,131; 34-60)—
"Streets Laredo" (Par) (2d wk).
Off to fair \$8,000 after nice \$14,000

first.

Imperial (C.T.) (1.839; 26-45)—
"Criss Cross" (U) and Blondie Hits Jackpot" (Col) (2d wk). Solid \$9,000. Last week, "Red Menace" (Rep) and "Home San Antone" (Col), \$6,000.

Orpheum (C.T.) (1,040; 34-60)—
"Lady of Burlesque" (UA) (reissue) and "Guest in House" (UA). Okay \$5,000. Last week, "Crooked Way" (UA) and "Crime Doctor's Diary" (UA), same.

'Brave' Terrif \$35,000 in Philly

Philadelphia, Aug. 9.

Philadelphia, Aug. 9.
Strong pictures continue to do healthy business, with others succumbing to the heat. Weekends here still are tragic because of seashore exodus. Outstander currently is "Home of Brave" huge at the Earle. "Anna Lucasta," at Stanley, and "Great Sinner." at Boyd, shape as the strong entries.

Estimates for This Week
Aldine (WB) (1,303; 50-99)—
"Dumbo" (RKO) and "Saludos
Amigos" (RKO) (reissues). Good
\$10,000 Last week, "Red Menace"
(Rep.), \$8,500.

Boyd (WB) \$2,360; 50-99)—
"Great Sinner" (M-G). Hefty
\$25,000. Last week, "Girl Jones
Beach" (WB) (2d wk), mlld \$10,000.

Beach" (WB) (2d wk), mild \$10,000.

Earle (WB) (2,700; 50-99)—
"Home of Brave" (UA). Biggest thing in town, terrific \$35,000. Last week. "Streets of Laredo" (Par) (2d wk), dim \$9,500.

Fox (20th) (2,250; 50-99)— You're My Everything' (20th) (2d vk). Great \$18,000 after \$26,000

wk). Great \$18,000 after \$26,000 opener.

Goldman (Goldman) (1,200; 50-99)—"Any Number Play" (M-G) (3d wk). Slipping to \$10,000. Last week, big \$15,000.

Karlton (Goldman) (1,000; 50-99)—"Great Gatsby" (Par) (2d wk). Holding near initial week at fine \$12,000. Last week, \$16,000.

Mastbaum (WB) (4,360; 50-99)—"Silver Lining" (WB) (3d wk). Still doing biz at \$15,000. Last week, \$19,000.

Stanley (WB) (2,950; 50-99)—"Sanley (WB) (2,950; 50-99)—"Sturdy S24,000. Last week, "Too Late for Tears" (UA), \$14,000.

Stanton (WB) (1,475; 50-99)—"Svange Splendor" (RKO) and "Sval Island" (RKO) (2d wk). Down to about \$13,000 after terrific \$17,000 last week.

Prov. Muggy But 'Lining' Very Fat \$18,000; 'Anna' Sound 12G, 'Screams' 161G

Providence, Aug. 9.

Majestic is riding high with
"Look for the Silver Lining" to
lead a hot muggy town. Close behind is RKO Albee with "Not
Wanted" and Strand's "Anna
Lucasta."

Estimates for This Week

Fountainhead' 14G, Mont'l Hub's Vaude Return With 'Roughshod' Rousing \$30,000; 'Doolins' Trim 23G

Key City Grosses

Estimated Total Gross
This Week \$2,667,000
(Based on 24 cities, 194
theatres, chiefly mrst runs, including N. Y.)
Total Gross Same Week
Last Year \$2,379,000
(Based on 19 and 176

Summertime Hot \$20,000 Tops Pitt

Pittsburgh, Aug. 9.

Pittsburgh, Aug. 9.

"In Good Old Summertime" is heading for Golden Triangle's top gross this week, with plenty-of room to spare. It holds. Nothing much else to crow about here, although second stanza of "Silver Lining" isn't so bad at Stanley. Both "Calamity Jane" at Fulton and "Johnny Stool Pigeon" at Harris are mild while "Nick Beal" and "Red Stallion of the Rockies" is staggering along at the Warner. Estimates for This Week
Fulton (Shea) "1.700: 45-80 —

Estimates for This Week
Fulton (Shea) (1.700; 45-80) —
"Calamity Jane" (U). Western
staggering along and will be lucky
to hit \$7.000. Last week, "You're
My Everything" (20th) (3d wk-4
days), \$3.800, to give musical sock
\$25,000 for 18-day run.
Harris (Harris) (2.200; 45-80) —
"Johnny Stool Pigeon" (U). Slow
\$10,000. Last week, "Doolins of
Oklahoma" (Col), \$11.000.

Oklahoma" (Col), \$11,000.

Penn (Loew's-UA) (3,300; 45-80)

"Good Old Summertime" (M-G).
Big \$20,000. Holds over, natch!
Last week, "Any Number Play"
(M-G) (2d wk), okay \$12,500.

(M-G) (2d wk), okay \$12,500.

Stanley (WB) (3,800; 45-80) —

"Silver Lining" (WB) (2d wk).

Ought to do at least \$10,000, very
good. Last week, stout \$19,000.

Warner (WB) (2,000; 45-80) —

"Nick Beal" (Par) and "Red Stallion Rockies" (EL). Lazy \$3,000.

Last week, "Not Wanted" (FC) (m.o.), walloping \$9,500.

Musicals Leading Way. K.C., 'Everything' Sweet 18G; 'Summertime' 21G

Kansas City, Aug. 9. Kansas City, Aug. 9.

Musicals are leading the way currently, with "You're My Everything" fine at Uptown-Tower-Fairway combo. and "In Good Old Summertime" getting great coin at Midland. Paramount with "Great Gatsby" looks relatively good. Missouri which RKO reopened last week shapes stout with "Wore Yellow Ribbon" in second week. Weather was cool most of week, but warmed up over weekend.

Estimates for This Week

Esquire (Fox Midwest) (820, 45

Estimates for This Week
Esquire Fox Midwest) (820: 45-65)—"Last Bandit" (Rep) and "In
Old California" (Rep) (reissue).
Old and new combo bettering average at \$3.500. Last week, "Bad
Boy" (Mono) and "Incident"
(Mono) \$3.000.

(Mono), \$3.000.

Kimo (Dickinson) (550; \$1.20\$2.40)—"Red Shoes" (EL) (16th
wk). Was scheduled to move out
last week, but steady biz forced it
to stay for \$2.400. Last week

Midland (Loew's) (3,500; 45-65)
—"Good Old Summertime" (M-G)
and "Leave to Henry" (Mono).
Sweet \$21,000, and holdover. Last
week, "Any Number Play" (M-G)
and "Secret St. Ives" (Col) (2d
wk), nifty \$11,000.

Estimates for This Week
Albee (RKO) (2,200; 44-65)—
Not Wanted: (FC) and "Amazon
Quest" (Indie). Very sturdy \$17.500. Last week, "Dumbo" (RKO)
and "Saludos Amigos" (RKO) (2,650; 45-65)—
Wore a Yellow Ribbon" (RKO)
and "Saludos Amigos" (RKO) (reissues), good \$12,000.
Majestic (Fay) (2,200; 44-65)—
"Silver Lining" (WB). Quick
turnover helping to sock \$18,000.
Last week, "House of Stranger"
(WB) and "Leave to Henry"
(Mono), \$14,000.
State (Loew) (3,200; 44-65)—
"Africa Screams" (IJA) and "Se"Africa Screams" (IJA) and "Se"ret Garden" (M-G). Good \$16.
500. Last week, "Caught" (M-G)
and lnk Spots onstage kept building to terrific \$30,000, over hopes,
Strand (Silverman) (2,200; 44-65)—
"Anna Lücasta" (Col) and
"Devil's Henchman" (Indie).
"Sound \$12,000. Last week,
"Doolins of Oklahoma" (Col) and
"Devil's Henchman" (Indie).
"Anna Lücasta" (Col) and
"Devil's Henchman" (Indie).
"You're My Everytlinig" (20th).
"Fower-Uptown-Fairway (Fox
Midwest) (2,100, 2,043, 700; 45-65)—
"Tower-Uptown-Fairway (Fox

Boston, Aug. 9.
Preem of Palace type vaude at RKO Boston with "Roughshod" is big noise here this stanza. Biz holding up after terrific opening, with rousing week on tap. H.o.'s at most other spots are faring about average. Lone newcomer, "Doolins of Oklahoma" at Memorial is shaping fairly strong. fairly strong.

Estimates for This Week
Astor (Jaycox) (1,200; 40-85)—
"Lost Boundaries" (FC) (4th wk),
Still doing okay at \$9,000. Last
week, \$10,500.

week, \$10,500.

Boston (RKO) (3,200; 55-85)—
"Roughshod" (RKO) with preem of vaude policy in Boston. Vaude is really dragging them in here with hefty \$30,000 in view. Last week, "Johnny Stool Pigeon" (U) and "Stagecoach Kid" (RKO), not bad \$18,500.

Fenway (NET) (1,373; 40-85)—
"Girl Jones Beach" (WB) and "Alimony" (EL) (2d wk). Fair \$5.000.
Last week, \$6,500.

Mayflower (ATC) (700; 40-85)— "Not Wanted" (FC) (2d wk). llolding up to big \$7,000 after wow \$8,000 first.

Memorial (RKO) (3,500; 40-85)— "Doolins of Oklahoma" (Col). Neat \$23,000. Last week. "Dumbo" (RKO) and "Saludos Anigos" (RKO) (reissues), \$18,000.

Metropolitan (NET) (4.376; 40-5)—"Silver Lining" (WB) and One Last Fling" (WB) (2d wk), kke \$17,000 after good \$21,000 first,

Oke \$17,000 after good \$21,000 first,
Orpheum (Loew) (3,000; 40-85)—
"Any Number Play" (M-G) and
"Gay Amigo" (UA) (2d wk). Nice
\$17,000. Last week, solid \$22,000,
Paramount (NET) (1,700; 40-85)—
"Girl Jones Beach" (WB) and
"Alimony" (EL) (2d wk). Fair \$11,000 after neat \$14,500 first,
State (Loew) (3,500; 40-85)—
"Any Number Play" (M-G) and
"Gay Amigo" (UA) (2d wk). Fair
\$10,000 after \$14,000 first.

H.O.'s HOBBLE FRISCO: 'EVERYTHING' HEP 22G

San Francisco. Aug. 9.
Biz is generally dullish here this week, with plethora of holdovers cutting into the total. Best new-comer is "You're My Everything" which is fine if not smash at the Fox. "Calamity Jane" is doing okay at Orpheum. most holdovers are down sharply from first weeks.

are down sharply from first weeks.

Estimates for This Week

Golden Gate (RKO) (2.844; 6085)—"China Sky", (RKO) and "Valley of Sun" (SRO) (reissues). Mild
\$12.000. Last week, "Not Wanted"
(FC) and "Mississippi Rhythm"
(Mono) (2d wk), fair \$9.000.

Fox (FWC) (4.651; 60-95)—
"You're My Everything" (201h) and
"Hold That Baby" (Mono). Fine
\$22.000. Last week, "House of
Strangers" (20th) and "Forbidden
Street" (20th) (2d wk), \$15.000.

Warfield (FWC) (2.656; 60-85)—
"Good Old Summertime" (M-G)
and "Temptation Harbor" (Mono)
(3d wk). Off to \$11,000, good. Last
week, big \$14.500.

Paramount (Par) (2.646; 60-85)—
"Girl Jones Beach" (WB) and
"One Last Fling" (WB) (2d wk),
St. Francis (Par) (1.400; 60-85)—
"Wizard of Oz" (M-G) treissue) (3rd
wk). Nice \$8,000. Last week, sock
\$12.000.

Orpheum (No, Coast) (2.448; 5585)—"Calamity Jane" (U) and Estimates for This Week

\(\text{WE}\), Nice \(\) \(\

Houston's 'Brave' H.O.

"Home of the Brave" was held

Houston. Aug. 9.

"Home of the Brave" was held over here at Interstate's Majestic for a second week. For the first time in five years, the Negro balcony was opened to accommodate the crowds during the second week's run.

Eddie Brenner, manager of the Majestic, estimates that business is "better than 25% above average" on the run of the film. Ordinarily holdovers are shifted to the Kirby here but film was kept at the Majestic, where greater seating capacity was available.

Special midnight shows have been held for Negroes.

Cool Wave Helps Chi; 'Everything' Up Via Jessel \$55,000, Dennis Day Lifts 'Step' Fat 69G, 'Joe Young' Tall 25G

Chicago, Aug. 9.

With the advent of cool weather
and Illinois American Legion deleglates. Loop is heading for best
overall for the summer thus far.
"Take One Faise Step" with Denins Day unit on stage at the Chicago is heading for grand \$69,000.
Area of the Chicago is heading for grand \$69,000.
Area of the Chicago is heading for grand \$69,000.
George Jessel in person is building to very blg \$55,000.

"Mighty Joe Young" at Grand is
moving toward best gross house
has had in months with mighty
\$25,000 shaping. The larger Palace
is getting the same total with "Calamity Jane. "Good Old Summertime" at State-Lake is shaping
trim \$23,000.

Estimates for This Week
Chicago (B&K) (3,990; 50-98)—

Estimates for Inis Week Chicago (B&K) (3,900; 50-98) — Jone False Step" (U) plus Dennis ay unit onstage. Excellent \$69,-00. Last week, "Sorrowful Jones" ary (2d wk) with Janet Blair and lackburn Twins topping stage,

Garrick (B&K) (900; 50-98) Movie Crazy" (Indie) (reissue) (2d k). Holding well at \$7,500. Last /eek, \$11,000.

Grand (RKO) (1,500; 50-98)— Might Joe Young" (RKO). Huge 5,000. Last week, "Cobra Wom-" and "White Savage" (U) (re-

an" and "White Savage" (U) (ne-issues), \$9,000.

"You're My Everything" (20th)
with George Jessel and Kitty Kal-len personals. Fancy \$55,000. Last
week, "We Were Strangers" (Col)
with "Lassle," Penny Singleton,
and Stan Jones in person (2d wk),
232,000.

nd Stan Jones in person (2d wk), 33,000.

Palace (RKO) (2,500; 50-98)—
Calamity Jañe" (U) and "I Cheated aw" (20th). Blg \$20,000. Last eek, "House on 92d St." (20th) and W Gal Sal" (20th) (reissues) t days) with "Sand" (20th) cand Forbidden St." (20th) (2d wk-3 ays), \$10,000.

Riaito (Indie) (1,700; 50-98)—
Miracle of Life" (Indie). Blg \$11,-00. Last week, "Wild Weeds" (Inie) (3d wk), \$8,000.

Rosevelt (B&K) (1,500; 50-98)—
Great Dan Patch" (UA) (2d wk). ight \$7,500. Last week, \$11,500.

State-Lake (B&K) (2,700; 50-98)
Good Old Summertime" (M-G).
ert \$23,000. Last week, \$10,000.
Woods (Essaness) (1,073; 98)—
Champion" (UA) (4th wk). Fast \$20,000. Last week, \$24,000.

Woods (Essaness) (1,073; 98)—
Dick" (Indie) and "My Little Chickadee" (Indie) (reissues) (2d wk). Excellent \$4,000. Last week, \$4,000.

Vaude Boosts 'Fling' To Torrid \$16,000 in Balto

Battimore, Aug. 9.

Business here remains rather uneveniful with top entries garmering nice coin and balance of downown list limping along at summertime average. "In Good Old Summertime is current leader. Combo of "One Last Fling" tied to continuation of vaude at Hippodrome is reaching out for one of best figures since policy was instituted.

Estimates for This Week
Century (Loew's-UA) (3,000; 20-60)—"Good Old Summertime" (MG). Leader at hot \$17,000. Last week. "Late for Tears" (UA), falr \$10,400. Baltimore, Aug. 9.

Leader at hot \$11,000.

de, "Late for Tears" (UA), fair of the "Late for the "Late for

New (Mechanic) (1,800; 20160)-

Estimates Are Net

Film gross estimates as reported nerewith from the various key cities, are net, i.e., without the 20% tax. Distributors share on net take, when playing percentage, hence the estimated figures are net in-

The parenthetic admission prices, however, as indicated, include the U. S. amusement tax

'Number' Winner In St. Loo, \$21,000

St. Louis, Aug. 9.
Trade is as spotty currently as
the weather. Standout is "Any
Number Can Play," galloping to a
socko stanza at Loew's. "Lust for
Gold" shapes good at the St. Louis.
"Silver Lining" is still doing well
on moveover to Ambassador, for
fourth downtown week.

Estimates for This Week

Ambassador (FEM) (3,000; 50-

Ambassador (F&M) (3.000; 50-5)—"Silver Lining" (WB) and Adventure Baltimore" (R K O) m.o.). Nice \$9.000 for fourth week owntown. Last week, "The ountainhead" (WB) and "Mother (reshman" (20th) (2d wk), \$10.000.

Loew's (Loew) (3.172; 50-75)—
"Any Number Play" (M-G) and
"Blackie's Chinese Adventure"
(Col). Sock \$21,000. Last week,
"Outpost in Morocco" (UA) and
stageshow, great \$37,500.

stageshow, great \$37,500.

Missouri (F&M) (3,500; 50-75)—
"Girl Jones Beach" (WB) and
"Green Promise" (RKO) (2d wk).
Down to \$9,000 after big \$12,500
initial stanza.
St. Louis (F&M) (4,000; 50-75)—
"Lust for Gold" (Col) and "Massacre River" (Mono). Good \$14,000.
Last weck. "Silver Lining" (WB)
and "Adventure Baltimore" (RKO)
(3d wk). solid \$9,000.

Lee-Gilbert Up 'Arson' Smash \$20,000 in Buff; 'Number' Lucky at 14G

Buffalo, Aug. 9.

The way Peggy Lee and Billy Gilbert are boosting "Arson, Inc.," to sock total is big news this week. "Any Number Can Play" also is nice at the Buffalo.

Estimates for This Week:

Estimates for This Week:
Buffalo (Loow's) (3,500; 40-70)—
"Any Number Play" (M-G). Nice
\$14,000. Last week, "Sand" (20th)
and Frankie Laine, Kitty Kallen on
stage, smash \$35,000.
Peramount (Par) (3,400; 40-70)—
"Great Gatsby" (Par). Fine \$12,000 or over. Last week, "Glrl
(Continued on page 24)

'Gatsby' Not Big 11G, Port.

Portland, Ore., Aug. 9.
Holdovers and reissues are doing the real bix this week in firstrun spots. "Great Gatsby" is only passably good in two houses, but best of newcomers.

Estimates for This Week

of newcomers.

Estimates for This Week

Broadway (Parker) (1,832; 50-85)

"Fountainhead." (WB) and "One
Last Fling" (WB) (2d wk). Okay
\$6,500. Last week, torrid \$15,000.

Mayfair (Parker) (1,500; 50-85)

"Manhandled" (Par) and "Special
Agent" (Par) Mild \$4,000. Last
week, "Africa Screams" (UA) and
"Jigsaw" (UA) (m.o.) okay \$5,200.

Oriental (H-E) (2,000; 50-85)

"Great Gatsby" (Par) and "Daughter of West" (Rep.) day-date with
Orpheum. So-so \$3,500. Last week,
"Geronimo" (Par) and "Lonesome
Pine" (Par) (reissues), \$3,600.

Orpheum (H-E) (1,750; 50-85)

"Great Gatsby" (Par) and "Daughter of West" (Rep., also Orienta,
Good \$7,500. Last week, "Geronimo"
(Par) and "Lonesome Pine"
(Par) areissues) mild \$6,000.

Paramount (H-E) (3,400; 50-85)

"Gunga Din" (RKO) and "Lost Patrol" (RKO) (reissues), Fair \$7,500.

Last week, "Girl Jones Beach"
(WB) and "Clay Pigeon" (RKO),

New (Mechanic) (1,800; 20160)—
You're My Everything" (20th) Gad wk). Started third round to alter sock opener to \$11,600.
Stanley (WB) (320) (25-75)—
Slanley (WB) (230) (25-75)—
Holding Rood pace of \$9,000 after Tewn (Rapapaport) (1,500; 35-65)—
"Reign of Terror" (EL). Nicc One Night" and "Clary Pigeon" (RKO).
One Night" and "Gill Friday" (Col) (reissues), \$6,200.

United Artists (Parker) (895; 50-65)—
Stratton Story" (M-G) (44h) wk). Holding well at \$6,700. Last week, fancy \$9,800.

Brave' Lusty at \$23,500, Denver; 'Lining' \$24,000

"Great Gatsby" are doing okay and will hold.

Estimates for This Week
Broadway (Wolfberg) (1.500; 35-74)—"Silver Lining" (WB) (2d wk).
Day-date with North and South drive-ins. Nice \$7.500. Holds again.
Last week, big \$11,000.

Denham (Cockrill) (1.750; 35-70)
"Great Gatsby" (Par). Good \$10-000. and stays over. Last week.
"Manhandled" (Par) and "Special Agent" (Par), small \$7.000.

Denver (Fox) (2.525; 35-74)—"Home of Brave" (UA) and "C-Whan" (FC). day-date with Esquire, Webber. Big \$18.000. Last week.
"Calamity Jane" (U) and "Streets San Francisco" (Rep). \$11,000.

Esquire (Fox) (742; 35-74)—"Home of Brave" (UA) and "C-Wan" (FC), also Denver, Webber.
Good \$3.000. Last week, "Calamity Jane" (U) and "Streets San Francisco" (Rep). \$12.000.

North Drive-In (Wolfberg) (1.000 cars; 74)—"Silver Lining" (WB).
also Broadway. South Drive-In.
Fine \$8,000. Last week, subsequent run.
Orpheum (RKO) (2,600; 35-74)—

run.
Orpheum (RKO) (2,600; 35-74)—
"Neptune's Daughter" (M-G). Big
\$19,000. Holdover. Last week, "Edward, My Son" and "Valiant

\$19,000. Holdover, Last week, "Edward, My Son" and "Valiant Hombre" (UA), \$11,000.

Paramount (Fox) (2,200; 35-74)—
"Red Menace" (Rep) and "Hellfire" (Rep). Thin \$6,000. Last week "Big Cat" (EL) and "Shamrock Hill" (EL), \$7,000.

(EL), \$7,000.

South Drive-In (Wolfberg) (1,000 cars; 75).—"Silver Lining" (WB), Also Broadway, North Drive-in. Fine \$8,500. Last week, second-run.

Webber (Fox) (750; 35-74).—"Home of Brave" (UA) and "C-Man" (FC), also Denver, Esquire, Good \$2,500. Last week, "Calamity Jane" (U) and "Streets San Francisco" (Rep., \$2,000.

'Gatsby' Okay 15G, Best Bet in Cincy

"Great Gatsby" is the only lively grosser this round but just okay wo other new bills are contributing to dip down to dog days level. "Lost Boundaries" is in moderate tempo and "Manhandled" Is fair-ish. Disney reissue package of Dumbo" "Saludos Amigos" shapes

Estimates for This Week
Albee (RKO) (3.100; 55-75)—
"Great Gatsby" (Par) and "One
Last Fling" (WB), Satisfactory
\$15,000, Last week, "Follow Me
Quietly" (RKO) plus Dick Contino
unit onstage, terrific \$30,000 at 5594 seale

unit onstage, terrific \$30,000 at 55-94c scale.
Capitol (RKO) (2,000; 55-75)—
"Good Old Summertime" (M-G) (24 Mey). Merry \$10,000 on heels of hotsy \$15,000 preem.
Grand (RKO) (1,400; 55-75)—
"Dumbo" (RKO) and "Saludos Amigos" (RKO) (reissues) plus "Sca Island" (RKO). Disney package encoring to all right \$8,500.
Last week. "Sand" (20th, \$7,500.
Last week. "Massacre River" (Mono), pleasing \$10,000.
Palace (RKO) (2,600; 55-75)—
"Lost Boundaries" (FC) and "Own True Love" (Par). Moderate \$10,000. Last week. "You're My Everything" (20th) and "Homicide" (WB), hefty \$15,500.

'Rope of Sand' Ties Up Wilting B'way, Aided by Damone-Beneke Stager, 103G; 'Summertime' Wow 154G, 'Window' 30G

Return of hot, sultry weather starting Sunday (7), after business was hypoed by rain and lower temperatures, will give Broadway first-runs very spotty results this stanza. Continuing publicity on polio in New York seemingly is having no adverse effect on the boxoffice. A couple of managers said the fewer people at some beaches and the closing of one Long Island beach appeared to help their trade. Several rainy days, after a brief midweek warm spell, brought cooler weather and stimulated theatre business. This upbeat was counterbalanced by the soaring mercury Sunday - Monday and yesterday Tues.)

balanced by the soaring mercury Sunday - Monday and yesterday (Tues.).

Both the Music Hall and Paramount have sock business-getters. Par flagship, with "Rope of Sand," coupled with Tex Beneke band and Vic Damone at head of stageshow, is soaring to terrific \$103.000, one of the best non-holiday weeks the house has had in nearly two years. "In Good Old Summertime," with new stageshow, is roaring ahead to a smash \$154.000, one of bigger non-holiday weeks for the Hall. Tr. Music Hall continues to lure out-of-towners, and there are many vacationers currently in N. Y. Backed by novel teaser ad campaign. "The Window" got off big at the Victoria and looks to hit socko \$30.000 in initial week. New vaude at Palace, with just plain "Sand." as distinct from "Rope of Sand." is giving this spot a bright \$23.500 currently.

Top second weeks are being turned in by "Mighty Joe Young" and "Come to Stable." Latter looks grent \$31.000 in second Rivoli week, and is set for a run. "Joe Young" is surprising the Street by holding up in initial holdover session at rousing \$30.000 at Criterion.

"Lost Boundaries" is running contrary to usual downtrend by pushing up ahead of previous week for sock \$23.000 or near it, in sixth Astor stanza. Unusual, extensive newspaper ads apparently are creating added interest to film.

Most holdovers and extendedruns are sagging this round.

Estimates for This Week

Astor (City Inv.) (1,300: 60-\$1.50)

Estimates for This Week

Astor (City Inv.) (1,300; 60-\$1.50)
—"Lost Boundaries" (FC) (6th wk).
Big ad campaign paying off, with
biz soaring ahead of last few weeks'
totals, winding up at shaash \$23,000 or near. Rain, cooler weather
for a time also helped. Last week,
\$16,000, with break in heat boosting. Stays on indef.
Bitan (City Inv.) (589: \$1.20-

stays on indet.

Bidou (City Inv.) (589; \$1.20-\$2.40:—"Red Shoes" (FL) (42d wk).
This one goes on and on, going to \$10.000 or better this round after steady \$9.000 last frame.

Continues.

tinues.

Capitol (Loew's) (4.820; 80-\$1.50)

"Scene of Crime" (M-G with Noro Morales orch, Mary Small, Hank Ladd, others, onstage (2d-final wk). Down to light \$42,000 this frame after mild \$61,000 open-cp, below expectancy. "Anna Lucasta" (Col), with Tommy Tucker orch, Golden Gate Quartet, Nancy Donovan, Paul Winchell heading stage bill, opens tomorrow (Thurs.)

Criterion (Moss) (1,700; 50-\$1.75)

—"Mighty Joe Young" (RKO) (2d wk). Holding very well at \$30,000 in initial holdover stanza after terrific \$39,000 opener.

Globe (Brandt) (1,500; 50-\$1.20)

rific \$39,000 opener.

Globe (Brandti (1,500; 50-\$1.20)

"Not Wanted" (FC) (3d-final wk).
Doing barely okay \$12,000 after
good \$15,000 second.

Gotham (Brandti (900; 44-99)—
"Dumbo" (RKO) and "Saludos
Amigos" (RKO) tesissues) (3d-final
wk). Down to \$7,000 with publicity

Still profitable at \$10,000 after nice \$12,000 fourth round. "Too Late For Tears" (UA) opens Saturday

Palace (RKO) (1.700; 55-\$1.20)—
"Sand" and vaude. Perking up a bit, with fine \$23,500 likely this round. Last week. "Big Cat" (EL), with vaude, \$22,000, a bit over house.

Paramount (Par) (3.664; 55-\$1.50)

"Rope of Sand" (Par) with Tex
Beneke orch, Vic Damone, others
onstage (2d wk). First session
ended last night (Tues.) roared
ahead to giant \$103,000, one of
best opening weeks in months. In
ahead, "Great Gatshy" (Par) with
Jimmy Dorsey orch, Peggy Lee
topping stage bill (3d wk). \$57,000.

"Park Avenue (U) (532, \$1.20.

\$2.40!—"Hamlet" (U) (46th wk).

boing a bit better at \$3,000 in 45th
week ended last Monday (8) night
after \$7,600 for previous round.

Continues.

Radio City Music Hall (Rocke-fellers! (5,945; 80-\$2.40)—"Good Old Summertime" (M-G) with new stageshow. First week looks to hit smash \$154.000, and naturally is holding. Last week, "Silver Lining" (WB) and Independence Day Pagenat onstage (6th wk), very good \$114,000.

Pagena good \$114,000. Rialto (Mage) (594; 44-98). "White Savage" (FC) and "Cob-Woman" (FC) (refs) as 12 d wk Holding up fine at \$8,000 but like won't hold another frame. Five week was nice \$10,000. Rivoli (UAT-Par) (2,092; 6

won't hold another frame. First week was nice \$10.000.

Rivoll (UAT-Par) (2.092: 60-\$1.251—"Come to Stable" (20th) (2d wk). Staying up in the big brackets at great \$31,000 or better, First week hit smash \$42,000, a bit below hopes but teriffic for this time of year and heat. Makes it one of greatest opening weeks here in many months.

Roxy (20th) (5.886; 80-\$1.50)—"You're My Everything" (20th) with Bob Crosby, iceshow, others onstage (3d-final wk). Holding in okay fashion at \$60,000 after \$68,000 for second stanza. "Slattery's Hurricanc" (20th) plus Sid Caesar, Evelyn Knight, Pitchmen, new iceshow open Friday (12)—"Great Sinner" (M-G) (7th-final wk). Sixth week ended last night (Tues.), drifted a bit more to \$10.00, not far from fifth session's \$12,000. Holds until Aug 17, when "Jolson Sings Again" (Col. comes in.

in.

Strand (WB) (2.756: 50-\$1.25)—
"Girl From Jones Beach" (WB) (2dfinal wk). Down to \$13,000 or less,
very slow, after light \$18,000 opening week, below hopes. Current
takings tip, yen to bring back stagefilm policy or launch vaudfilm
here. "It's Great Feeling" (WB)
opens Friday (12).

Sutton (R&B) (561: 70-\$1.20)—
"Quartet" (EL) (201h wk). Slipped
a bit this past week ending Monday
(8) to \$7.400 after strong \$5,600 for
18th week. Continues.

(8) to \$7.400 after strong \$8,600 for 18th week. Continues.
Victoria (City Inv.) (1,060; 95-81,50)—"The Window" (RKO). Soaring to socko \$30,000 or thereabouts, great reviews and word-of-mouth following teaser ad campaign putting it over. In ahead, "Home of Brave" (UA) (12th wk), finished highly successful run at \$7,000

'HELLFIRE' PACES NEW

One. Last week. "You're My Everything" (20th) and "Homicide" (WB), arigos" (RKO) reissues) (3d-final wk). Down to \$7,000 with publicity Indipls. Finally Perks; 'Number' Dandy \$14,000, 'Lining' Fine 13G, 'Steal' 9G Indianapolis. Aug. 9. Break finally came this week in the doldrums gripping firstrumber all summer. Biz is still undered in the doldrums gripping firstrumber all summer. Biz is still undered in the doldrum is gripping firstrumber. Though the doldrum is gripping firstrumber. The doldrum is gripping firstrumber.

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Story and Screenplay by Walter Doniger Additional Dialogue by John Paxton

HERE FROM PARAMOUNT!



Paris Firstruns Way Ahead of '48 In First Part of Year But Industry **Woes Mount; Producers Hardest Hit**

Paris, Aug. 2.

Judging from the way film grosses have soared in the first four months this year, the French pix industry should be in a happy frame of mind. Total grosses for Paris rose to \$63,50.000 in the initial four-month period of 1949 which is better than \$2,000.000 own hear and nearly \$3,000.000 over amee period in 1947. Part of this increase stems from hiked admission scales, which are government-controlled.

Fay Compton, Rattigan,
Portman Legit Winne
London, Aug. 2
Presentation of Ellen Termaneal for the best acting power and eat an informal eption at Savoy hotel today (2) the Duke of Edinburgh. Winnerson scales, which are government-controlled. controlled

sion scales, which are government-controlled.
Although other segments of the film business obviously have a tough road ahead, the exhibitors should be pleased with the soaring biz. Even if the exhib has nothing to complain about the take (much of it comes from American product despite the quota rules against it), the theatre operator has plenty to beef about. There is such a scarcity of firstrun French product he is constantly asking for exemption or getting around the rules governing showing of foreign fare.

Then, too, exhibs are kept in a constant turmoil by the administration about programs, scales and taxes. Out of the super-tax, which sets up a Cinema Aid fund they had hoped to reclaim and improve theatres, the administration now wants to create a fund to set up a government-operated export agency. Many feel that this would turn out a pork barrel for the politicos since costing \$300,000 annually when \$20,000 is considered ample.

ered ample.

The unhapplest in the industry, however, are the French producers.
One of the loudest squawks is that

The unhapplest in the industry, however, are the French producers. Onc of the loudest squawks is that while laws were passed to restrict the business to a selected few, the number of registered producers has increased from 100 in 1944 to 200 last year.

Studios' Dilemma

The studios also are finding it tough going. The Epinay Eclair plant has been ordered closed and must move elsewhere. The state wants to widen a road that will use studio ground. Shuttering will mean that 600 will be out of jobs. Studio is the only one in France equipped for color processes.

While the Voctorine Studios in Nice are dark and studio business in general is bad, official support is given to a \$200,000 producing setup, considered by many as a real estate promotion intended to sway producers into using this Riviera tract for location work.

There are numerous complaints about the way the administration is functioning on film matters. Michael Fourre-Cormeray appartly is doing the best he can in a job made difficult because being something of a politico football. Since seemingly the government can't change him and still be happy, matters have been complicated by naming M. Moury as his executive assistant. Result is that the two are working at cross purposes.

Virtually a government branch, the Union Generale Cinematographique, made up of seized enemy properties, is attempting to keep its head above water by raising another \$1,000,000 out of government appropriations even after its experience with "Alice in Wonderland." This was financed

ernment appropriations even after its experience with "Alice in Wonderland." This was financed by UGC despite apparent public opinion against it.

Delfont's 'Roundabout' Flops, 'Folies' Being Rushed In to Replace

London, Aug. 9. Bernard Delfont's "Folies Ber-Dee No Mex Film Walkout

Mexico City, Aug. 9.

Mexico City, Aug. 9.

Fears are disappearing over possible strike against the eight mani, Rosanno Brazzi and in Brooks. Director William Delfont's new musical comedy, which opened to a mixed reception at the Saville, Aug. 4. Show lacked snappy song numbers and bright comedy.

Bobby Howes and Pat Kirkwood were the stars, but the highspot of the show was the magnificent eccentric dancing of American redhead. Marilyn Hightower, who resided a big ovacion.

Dee No Mex Film Walkout

Mexico City, Aug. 9.

Fears are disappearing over possible strike against the eight mani, Rosanno Brazzi and ine Brooks. Director William the Progress on talks for renewal nitil 1951 of the two-year work pact that expires this month beat expires this month beat that expires this month beat the eight mani, Rosanno Brazzi and in Brooks. Director William there is a studios. Cast includes Any S gere" Revue, originally scheduled

Portman Legit Winners

Portman Legit Winners

London, Aug. 2.

Presentation of Ellen Terry
Awards for the best acting performances in 1948 and for the best
play were made at an informal reception at Savoy hotel today (2) by
the Duke of Edinburgh. Winners
were Fay Compton for her performance in "Family Portrait,"
Eric Portman for his work in
"Browning Version," and Terence
Rattigan for writing the latter play.
This is the second time since the
awards were instituted three years
ago that Rattigan has won the playwrights prize, the other being for
"The Winslow Boy."

Winners are picked by panel of
six which includes Eric Bloom,
chairman Gallery First Nighters
committee. Beverly Baxter and Sir
Louis Sterling.

British See Sponsored Television as Answer To Program Problems

To Program Problems

London, Aug. 2.

Developments to cover the entire country with TV transmitting stations are taking place in England. The second British station at Sutton Colfield, to cover Birmingham and the Midlands, is due to open in the early fall, a site has been selected outside Manchester to cover the northern sector and preliminary tests are taking place to pick the best possible situations to feed Scotland.

Manufacturers of TV sets and equipment are, nonetheless, critical of the government for the casual way in which the developments are taking place and insist that if the service had expanded rapidly the British system would have been accepted in the greater part of Europe.

Speaking at the annual meeting of Pye. Ltd., large set manufacturer, chairman C. O. Stanley appealed for the introduction of sponsored TV as the solution to the program problem. "It is understandable," he said, "that a large number of people may not like American sponsored programs, but there is no reason to suppose that all sponsored programs have to be to the American pattern, any more than it is reasonable to give up wearing neckties because one dislikes the American variety."

He claimed the type of program the public would demand couldn't be financed from revenue drawn from state-owned radio.

BRIT. PRODUCERS SCRAP **OLD STUDIO UNION PACTS**

London, Aug. 9.

All existing agreements between the British Film Producers Assn. and the three studio unions are to be scrapped forthwith. In their place a single comprehensive pact embracing every studio grade is to be negotiated. BFPA executive meeting last Wednesday (3) took this action. Inviting the unions to consider a new comprehensive pact.

pact.
View among studio workers is
that the voluntary cuts imposed on
studio execs are going to be fol-lowed through in the new agreement, with an attempt made to reduce the existing minimum

See No Mex Film Walkout

VARIETY

London Exhibs Quota Flop
London, Aug. 2.
Spot check by the Board of
Trade carried out in 152 picture
theatres covering two London nabe
districts and a number of coastal
and provincial centres revealed
that exhibitors generally are falling down on their quota commitments in the first six months of this
Act.

Act.
Analysis shows that so far the houses checked have met their 45% quota by an average of 35.7% for British first features.

MPAA Seeks End To Ban on Yank Pix in Argent.

of the MPAA office, is back nere trying to obtain an okay from Ar-gentine economic officials so that U. S. film distributors can continue operations in Argentina. It is es-sential that Yank distribs obtain

operations in Argentina. It is essential that Yank distribs obtain exchange permits, not forthcoming for months because of the shortage of dollar exchange, if they are to get new pictures in for distribution.

Decision is expected within the next 10 days after several months of confabs. Understood that some progress has been made in obtaining the goodwill of economic bosses in this country, and Claudie Martinez Paiva, Entertainment Board director, has displayed a more amicable attitude. The impasse, however, continues. American firms have been told that there will be no imports from the U. S. of any materials included in the Anglo-Argentine Trade Treaty—and this takes in films.

Local exhibitors are inclined to pooh-pooh any suggestion that distributor negotiations will fall through. They think Argentine (Continued on page 61)

British Disney Goods Setup Now Hitting Take Of \$2,000,000 Yearly

London, Aug. 2.

In the 16 years since the organization was first launched in London, the Walt Disney setup for merchandising, has developed to its present peak level where its annual turnover exceeds \$2,000,000. Bulk of the earnings is convertible into dollars and is transferred to its opposite number in the U. S.

Biggest individual.

ne U. S.

Biggest individual items are jig-Biggest individual items are jigsaw puzzles, which for the current year are being produced at the rate of 3.000.000 and books, the sales of which are expected to top 1.000.000. Altogether, there is a wide range of merchandise, extending from knitting wools to table lamps and including complete series of greeting cards, toys and various novelties. A special feature of the activities is the publication of a fortnightly comic strip magazine which has a circulation of 500,000 and which will be transformed into a weekly by the end of the year.

Although it is Impossible to cal-

and of the year.

Although it is impossible to calculate the effect of this method of exploitation on the success of Disney films, there is little doubt that it has played an important part in maintaining the high popularity level, particularly among youngsters.

Dieterle Winds Italo Pic

Rome, Aug. 2.

All location shots were finished on "Vulcano" the last of July, the company returning to Rome for cutting and editing at Scalera Studios. Cast includes Anna Magnani, Rosanno Brazzi and Geraldine Brooks. Director William Dieterle heads the production unit. All others in "Vulcano" are amateurs picked up for small pay in Southern Italy.

Reported here that Lana Turner

Reported here that Lana Turner may make a film on this same bleak volcanic island soon.

Other Foreign News on

London Exhibs' Quota Flop Germany's Pix Biz Off 40% in 6 Mos.; U.S. Fare, Except Message Films, Click

German Film Producers

Frankfurt, July 30.

German film production is in the red with producers laming the situation on the "invasion" of foreign film. About 35 new German films have been put before the cameras since the war ended. Producers claim that foreign product by a ratio of nine-to-one is providing the major portion of the 150 to 200 pix annually consumed in Germany. (Marian F. Jordan, MPEA rep claims 60% of films now running are German-made.)

Only out seen in German film circles is a boost in local production which is hampered by money troubles. The producer suffering from lack of capital and the severe credit restrictions. Export of local film product has decreased to practically nothing from a prewar level of \$9,000.000 yearly. The import of pix, which before the war ran about \$1,500,000 annually, is now in the millions.

Last year's production output fell 10 pictures below the mark set. Producers credit this to financing difficulty. They claim banks in addition to the regular interest are also asking for a percentage of the gross. Star salaries and studio rentals are also exceptionally high.

German producers currently are attempting to get a credit of \$9,000,000 from the European Recovery Plan. Producers claim the funds would be enough for production of at least 20 pix.

UPPED AUSSIE EXHIB COSTS STIR DISTRIBS

Sydney, Aug. 2.

Looks like a real storm is loom ing between some U. S. distribs and exhibs here over upped overhead costs caused by current coal strike. One distrib is reported nixing any attempt by a local circuit to add on theatre operational costs the oil used to operate emergency power plants in keeping theatres open. Exhibs say operational costs have zoomed because of the strike and that distribs should be prepared to meet them half way on such costs.

such costs.

'Uniform' Due for Spanish Pix Version in Mexico

Mexico City, Aug. 2. Rodolfo Loewenthal, European pic producer, is readying produc-tion in Spanish here of "Girls in Uniform," the German film classic in which he was a bit player in Germany 20 years ago. Dolores del Rio and Isabel Corona are penciled for the leads. Alfredo Crevenna will direct.

Loewenthal intends to start 'Girls' immediately after comple-"Girls" immediately after comple-tion of his "Rencor de la Tierra" ("Rancor of the Soil"), now in production here. Loewenthal ob-tained by cable Spanish pic rights to "Girls" from George Marton, who acquired them from authoress Chrispa Winsloe.

Big German Musical Yen
Frankfurt, July 30
Though musicals mostly are greeted warmly in Germany, Marian F. Jordan, MPEA rephere, cited that warner's "Rhapsody in Blue" went overbig in Frankfurt but flopped in Bavaria. Attributing his to Bavaria still partly feeling its Nazism. Jordan pointed out that, while carried out delicately, there was considerable resistance against "Rhapsody" because of Gershwin's Jewish background.

Also significant of current public opinion in Germany is that the success achieved here by "Song of Bernadette" has had an adverse effect on other Jennifer Jones starrers. Jordan explained. "they regard her as a saint there, not as an actress."

Flood of Foreign Pix
Blamed for Troubles Of German Film Producers the red with producers blaming the situation on the "invasion" of foreign film. About 35 new German film shave been put before the cameras since the war ended. Producers claim that foreign product by a ratio of nine-to-one is providing the major portion of the 150 to 200 pix annually consumed in Germany. (Marian F. Jordan, MPEA rep claims 60% of films now running are German-made.)

Only out seen in German film circles is a boost in local producers on the light of the Hollywood production standard, but some British films like Rank's "German films are leaved the Hollywood production standard, but some British films like Rank's "German Films local producers and "Seventh Veil" do good business.

Some 42 films were released in Some 42 films were released in

"Red Shoes," "Black Narcissus" and "Seventh Veil" do good busi-

and "Seventh Veil" do good business.

Some 42 films were released in Germany since last August, with plans calling for the MPEA to distribute about 30 more before the end of 1949.

New Irish Film Unit Starts Rolling; Will Show in N.Y. End of Year

Show in N.Y. End of Year

Dublin, Aug. 2.

Leinster Films, new Irish pix setup, starts rolling this week on an original story, "Iron Staircase," by Desmond Lesfie, who will direct the production. Cameraman is Brenedan J. Stafford, formerly with Gaumont-British. Leslie is son of Sir Shane Leslie, cousin of Winston Churchill. Unit plans to work on the European continental system making use of locations rather than studio sets. Dubbing will be done in London. Agnes Bernell has been named for the lead, with Joseph O'Connor (formerly with Donald Wolfit's Shakespearean Co.) as an ex-Commando pearean Co.) as an ex-Commando who knows one job—how to crack

safes.

Leslie plans to have pic on the Christmas, with Leslie plans to have pic on the screens around Christmas, with concurrent openings in New York and Dublin. Arrangements for distribution in U. S. are reportedly complete, but distribs have not been announced. It is understood that pic will not rate as foreign in England and will therefore be bookable by houses there as a British quota pic.

Non-Union British Prod. Workers Get 10-20% Cut

London, Aug. 20.
British Film Producers Assnunanimously adopted a scheme for reducing salaries of execs and for reducing salaries of execs and others not covered by union agreements. Official pronouncements made this week is that all persons earning \$1.044 annually are to get a 10% cut, with the axe making a minimum cut of 20% for higher salaried execs.

Those under contract will have their cases dealt with individually by studio managements.

The Cost Came High

Mexico City, Aug. 9.

Cine Rialto, chema in Merida, capital of Yucatan state, was destroyed by fire during a night show when skyrockets, featuring a civic celebration, hit it. No one was hurt.

Water

Water shortage hampered the

firemen.



WESTERN

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L.LLD129 NL PD=WD LOSANGELES CALIF 3 VIA LOSANGELES CALIF 4=

AL JOLSON,=

118 SOUTH BEVERLY DR BEVERLY HILLS CALIF (BH)= THROUGH THE COURTESY OF MR HARRY COHN AND

HIS DIVISION MANAGER JERRY SAFRON I HAD THE OPPORTUNITY OF VIEWING "JOLSON SINGS AGAIN" LAST EVENING WITH MY DIVISION PRESIDENTS AND I HASTEN TO TELL YOU THAT IN MY OPINION THIS IS ONE OF THE GREATEST PIECES OF ENTERTAINMENT EVER PRODUCED IN HOLLYWOOD. THE ENTIRE MOTION PICTURE IS SO SKILLFULLY HANDLED THAT WATCHING IT ON THE SCREEN I FELT AS IF THE LIVING PERSONS WERE DIRECTLY BEFORE ME AS IN A LEGITIMATE STAGE PRODUCTION. THE PERFORMANCE IS HIGHLIGHTED BY MANY INSPIRING MOMENTS AND I AM CONFIDENT THAT THIS OUTSTANDING PICTURE WILL DO TREMENDOUS BOX OFFICE. MY CONGRATULATIONS TO YOU FOR YOUR PARTICIPATION IN THE PICTURE AND FOR THE INSPIRATIONAL MANNER IN WHICH THIS PART OF YOUR LIFE STORY IS TOLD. REGARDS=

CHARLES P SKOURAS=

British Govt. Pix Loan Unit Nearly Out of Cash; Use \$20,000,000 in Year

Reliable sources claim the National Film Finance Corp., which came into existence a year ago to help independent British production with \$20,000,000 of government money, is now running out of cash. If it is to carry on with its function of providing money for British pix, Harold Wilson will have to ask Parliament to authorize additional capital.

Madras Bans 'Stiff,' 'Siren'

Madras, July 30.

**United Artistss "Lucky Stiff" has been banned throughout madras Province as unfit for exhibition. "Siren of Atlantis" also is on the ban list. Reasons are crime and immorality respectively. Both the films however played.

function of providing money for British pix, Harold Wilson will have to ask Parliament to authorize additional capital.

Almost half of the corporation's total resources have been ploughed into Alexander Korda's British Lion Film Corp. It is frankly admitted that the State Bank was set up in a hurry to help the company out of its difficulties.

Although originally intended to finance only programs through distributors, Parliamentary pressure led to a change in tactics, and individual loans have been made to indies. Apart from advances to British Lion, the loans all have been of a modest character. But it was recently computed that a large proportion of British production, other than what is made by the Rank outfit, is being aided by the government's film bank.

When details of the latest loans are announced in the next two weeks the fund will have almost dried up and will cease to be a force for production until either some of the advances are repaid or more moncy is put into the pool.

Arg. Pix Deals With Italy, France Cuing Similar Plans for U.S. Distribs

Plans ter U.S. Distribs

Buenos Aires, July 26.

Bad flying weather has lield up
the return to Buenos Aires of Joaquin Rickard, Latin representative
of the Eric Johnston office, who
had to interrupt his negotiations
with Argentine economic officials
on future imports of U. S. pix. to
settle argent problems in some of
the other Latin-American countries he covers.

Meanwhile, U. S. Embassy reecptions attended by both President and Mrs. Peron are leading
representatives of U. S. corporations in Argentina to loop for
some switch in exchange relations

representatives of U. S. corpora-tions in Argentina to hope for some switch in exchange relations between the U. S. and Argentina in the more or less near future, which could herald a return to a

in the more or less near future, which could herald a return to a more liberal government policy in the matter of film imports.

However, all the straws are pointing towards a much tougher situation than existed before. World War II, with the Argentine pix industry increasing its demands for favored treatment.

Atilio Mentasti, of Argentina Sono Film, is now back from the European junket he had started some months ago in company with Jose J. Guthmann, of Interamericana. The first stage of that tripled to an agreement with Italian producers, forcing them to accept distribution and exhibition in Italy of 10 Argentine pictures per annum. The second stage of the trip found Atilio Mentasti negotiating a similar deal in France, which has now been concluded. France is to take 10 Argentine pictures, and make dubbed versions. French film interests also agreed to supply 2,000,000 metres of raw stock to the Argentine pix industry, to overcome the current shortage (reply 2,000,000 metres of raw stock to the Argentine pix industry, to overcome the current shortage (re-sulting from the dollar famine), which has kept many Argentine studios folded for many weeks

There is no doubt but that the Argentine negotiators are angling for some similar type of deal with the U. S. Motion Picture Assn.

Stan Holloway to Tour Canada After Anzac P.A.

Melbourne, Aug. 9.
After his run at the Tivoli for Dave Martin, Stanley Holloway, British comedian, will do a vaude tour of Canada on way home to London and film work.
Holloway was not as surefire here as had been expected.

20TH'S 2 MEXICO CHAINS Mexico City, Aug. 9.

20th-Fox has signed up product areats with two big circuits here.

Luis Castro, headed by the firstrin Palacio Chino, and the secondruin chain of Oscar and Samuel Granat,

Madras, July 30.

United Artistss "Lucky Stiff" has been banned throughout Madras Province as unfit for exhibition. "Siren of Atlantis" also is on the ban list. Reasons are crime and immorality respectively. Both the films however played at the local Casino a month, doing average business.

11 Madrid Legits Sloughed by Heat

Madrid, July 30.
The 11 legit theatres now open are doing little business bethe fit legit theatres now open here are doing little business because of the intensely hot weather. Heat has been so bad that all have abandoned matinees, doing performances at 7 o'clock and again

formances at 7 o'clock and again at 11 p.m.

Along with the slow boxoffices, unemployment has soared in show business despite small subsidies given by the government for touring companies. However, trade in the provinces is not good because patrons in these areas want to see shows only with the original casts.

Carlos Garriga, star comedian who has done well with his company, is starting a provincial tour this week in Zaragozza. Arturo Serrano has built up a company around Isabel Garcez and will tour northern Spain summer resorts until this fall. Sturdy biz is being recorded at Gibraltar by the operetta and Marco Redondo. Latter is playing to full houses with his company in open air theatres.

Gala performance at Circus

with his company in open air theatres.

Gala performance at Circus Price this week drew capacity houses with impresario Juan Carcelle staging a benefit for Mons. Rambeau. French wild animal trainer, who lost his stock of animals in a blaze at Toledo.

Another show expected to make money will be a corrida in which Edith Lauries Entrin, U. S. writer, will participate.

S. Africa Spends 100G On Lourenco First-Half '49

Johannesburg, July 26.
South African advertisers spent £24,800 (\$100,070) during the first six months of 1949 on buying advertising time on Lourenco Marques (Portuguese East Africa) radio. Meanwhile, arrangements for introduction of commercial radio in South Africa are going ahead ahead.

shead.

Sweeping changes that have been made by the new Nationalist government in the South Africa Broadcasting Corp. board of governors is causing concern here. The Board consists of seven members and of the five members whose term of office has expired since the new government came into power, only one has been reappointed. The others, including the chairman, have been replaced by government nominees.

It's pointed out that even if the

by government nominees.

It's pointed out that even if the government is not replacing members of the board for political reasons (although this is suspected in some quarters), the lack of continuity of policy which must result will be a threat to the efficiency of the SABC.

'Hamlet' Cuba's Hottest

'Hamlet' Cuba's Hottest
Washington, Aug. 9.
British production of "Hamlet"
was the hottest b.o. for Cuban film
houses in April, reports U. S. Dept.
of Commerce. Running day and
date for a full week in seven
Havana theatres, it racked up
\$19,299.
During the month, 32 films were
released in Havana, their boxoffice
gross aggregating \$238,270. Of this,
23 American pix earned \$193,855,
or 81,4%.

'PARADISE' SET FOR AUSSIE

Melbourne, Aug. 2. Priestley's "Ever Since

Current London Shows

Current London Shows

(Figures shows weeks of run)
London, Aug. 9.

"Anna Veronica." Piccadilly (12).

"Annie Get Gun," Co'ls'm (114).

"Beau Strategem," Lyric (15).

"Brigadoon," Majestic (17).

"Black Chiffon," West (15).

"Chiltern Hundreds," Strand.

"Daphne," Wyndham (20).

"Death of Salesinan," Phnx (2).

"Eddfina Black," Ambas. (4).

"Eddfina Black," Anbals. (4).

"French Without Tears," V. (8).

"Harvey," Prince of Wales (32).

"Hieriess," Haymarket (28).

"Her Excelleney," Hipp (7).

"Ice Cycles," Empress (7).

"Ice Cycles," Empress (7).

"Ice Vogues," Stoll (4).

"Lady's Burning," Globe (14).

"Latin Qt, Revue." Casino (21).

"Love Albania," St. James (4).

"Male Animal," New (7).

"Oklahoma!", Drury Lane (114).

"On Monday Next," Comedy (10).

"One Wild Oat," Garrick (36).

"Sauce Tartare," Cambridge (12).

"Song of Norway," Palace (5).

"Third Visitior," York's (9).

"Together Again," Vic. Pal. (122).

"Tough at Top," Adelphi (4).

"Traveller's Joy," Criterion (61).

"Worm's View," Whitehall (120).

"Young & Fair," St. Martins (7).

"Young Wives Tale," Savoy (4).

Lisbon Legit Hard Hit By Hot Weather; Delay Teeof of 2 New Shows

Lisbon, July 30. Show biz is so bad in Portugal that Piero Bernardon has given up control of the Avenida and Apolo theatres and is operating only the Variedades. A new company, star-ring Mirita Casimiro and Teresa Gomez, which was to have produced the translation of a new Spanish play at the Apolo late this month has postponed opening un-

month has postponed opening until August, hoping for cooler weather. For the same reason a new revue scheduled for the Teatro Variedades is being held back. A real surprise to show business here is the announcement that the Teatro Ginasio is up for sale. This house, a 600-seater, is said to have been profitable on firstrun showings of good European films, but the compulsory legit season of four months a year annually takes away any profits available and results in heavy losses. Hence, the owners heavy losses. Hence, the owners want to sell.

heavy losses. Hence, the owners want to sell.

The Avenida also is for sale. This house needs plenty of alterations and improvements. It is also expected that this old-fashioned spot will do little biz this fall when it will have real competition from the new St. George film theatre that Rank is building.

Actors are asking that theatre owners here follow the example of the Tentro Serrador operators in Rio de Janeiro who are renting the house to the Eva Tudor Company for a small monthly rental and without the issual percentage deal. This reputedly is because of the crisis in Brazil's legit field. Business there is so bad that Portuguese legit actors Francisco Ribeiro and Joao Villaret, who had a contract to produce and play "King Lear." had their contracts cancelled.

BRITAIN'S FILM PROD. LAGS BEHIND OUOTA

Washington, Aug. 9.

British film studios continue to turn out considerably fewer films than are needed to keep up with share of playing time allocated them in Great Britain theatres according to statistics reported by U. S. Department of Commerce film branch. During first six months of year, the English studios turned out 28 first features and 16 "B" pix, thanks in part to money from the British National Film Finance Corp., which made loans to 15 companies, and to that by Hollywood companies

spent by Hollywood companies from their iced coin.

On June 18, report says, there were 13 studios active in Britain, with 45 stages. Another 14 studios, having 38 stages, were dark, While production for the first half of year fell behind the comparative period in 1948. Commerce report states the studios would probably equal last year's total of 63 first features by end of 1949.

Swiss Yodelers, Corny 'Wm. Tell' **Outdraw Zurich Longhair Names**

Gieseking's Latin-Am. Tour

Santiago, July 31.
Banned in the U. S., German lanist Walter Gieseking, is curently touring South America. planist Walter Gieseking, is cur-rently touring South America. Arriving here from Buenos Aires after a successful engagement, Gieseking began the first of three concerts last night (30). Vienna Boys' Choir is scheduled

to appear here next week.

U.S. Pix Releases Flood B. Aires

Buenos Aires, July 26.
The past week saw an unusually large number of U. S. pix releases in Buenos Aires—in a season which has been remarkable for the slowness at which Hollywood material is being screened.
"Sorry, Wrong Number" finally got its release (19), after Paramount had been announcing it since March. The picture has created a sensation, with nervous femmes in the audion.

since March. The picture has created a sensation, with nervous femmes in the audience requiring first-aid treatment, and exceptional grosses are predicted.

grosses are predicted.

"The Secret Life of Walter Mitty" at the Broadway is in its second week, with long queues stretching for several blocks. After a bare two weeks of exhibition of a national production ("De Hombre a Hombre"), the Gran Rex teed off with "The Smugglers" (EL) July 21, one of the scant number of British pix seen in Buenos Aires this year. Now that an Anglo-Argentine agreement has been accomplished. British Eagle-Lion hopes for a change for the better.

Paramount has reissued "Foreign Affair" at the Gran Palace, which had grossed close on \$30,000 (US)

Affair" at the Gran Palace, which had grossed close on \$30,000 (US) previously in two weeks at the Gran Rex. "Caccia Tragica," a Lux-Mar Italian release at the Premier and Ideal, is in its second week, and having as sensational an effect as "Open City," or any of the other Italian postwar pix which so stirred local audiences. "One Touch of Venus" (U) and "State of the Union" (M-G) are two other American releases of the week, at the Metropolitian and Opera theatres respectively. "Kiss the Blood Off My Hands" (20th) at the Opera grossed \$40.800 (US) at the Opera and Roca simultaneously in two weeks from June 16 to 30, "Abbott and Costello Meet Frankenstein" at the Normandie is in its third week, having grossed around \$32.000.

For the first time in Argentine film history, a Spanish production.

around \$32,000.

For the first time in Argentine film history, a Spanish production.

"Joan the Mad." has established record grosses, in a nine-week run at the Broadway first and Gran Palace later. The picture drew \$45,800. The Argentine musical "Vidalita" (Emelco), a 1.000,000 peso production, stayed only two weeks at the Broadway, netting only \$15,600.

Of the many Argentine releases of the season, only "Historia del 900," which was directed and starred in by Hugo del Carril, netted \$62,200 in a seven-week firstrun, the only local production to go over the \$60,000 mark.

Finish Renown-Lux Pic In Italy Ahead of Sked

Renown Pictures of London, and Lux of Italy, who have been making a film called "Her Favorite Ilusband," finished the pic five days ahead of scheduled 60 days set for production. This is unusual for a picture made in Italy because of the electrical shortage and general nuisance delays.

John Sutro produced with an all-British cast including Robert Beatty, Jean Kent, Gordon Harker and Margaret Rutherford. Small roles and extras were picked up

and Margaret Rutherford. Small roles and extras were picked up from the American and English Colony here. Mario Soldati was director. This Italian director was angry with one of his crew and after much screaming and gesticulation, there was a reconciliation. Despite this he finished shead of schedule.

While Swiss cities like Geneva and Zurich are bursting at the seams with tourists, resort innkeepers are crying for more customers. The season is just begin-ning in the mountains, and the penny-minded tourist of 1949 can have a gay time in any Swiss resort for very little. By U. S. standards Switzerland is cheap-\$3-\$5 a day for room and three meals if you

for room and three meals if you have them in the same place. Meals outside run from a dollar to \$2 in the best spots.

This reporter spent a week in Zermatt, typical tourist town but with atmosphere. The natives' wooden huts push up right along-side the hotels, and dining al fresco is usually enlivened by a herd of mountain goats which goes trooping down the main street, bells tinkling around their necks, every evening at 7:30.

The Zermatterhof, with the best dance music in town, was doing

evening at 7:30.

The Zermatterhof, with the best dance music in town, was doing poorest business, possibly because what tourists there were, were out for bargains. The local people go to less formal spots, like the bar of the Mount Cervin or the Walliserhof. The last two are decorated in Swiss country style and go in for occasional yodelling acts tall caught were female), but most music heard is American. The Austrian musicians, definitely preferred to Swisshere, haven't caught up to current song hits, but manage pleasantly with old ones. Tourists would take a lot more native music than is offered, judging from inquiries overheard at the Tourist Office. Acts are booked into above-named spots for two or three nights a week, and are generally pretty comy. Dance teams, magic and comedy predominate.

and are generally pretty corny. Dance teams, magic and comedy predominate.

Outdoor events and music festivals are drawing trade in the rest of Switzerland. Schiller's "William Tell," 13th century horse opera, and national legend, plays at Interlaken every Saturday and twice on Sundays. The spectacle also is given at Altdorf every weekend during August. High point arrives when Tell actually shoots apple off son's head.

Music Festivals are now taking place at Braunwald (works of Bach, with lieder recital by Heinrich Schlusnus) and in the St. Moritz area (mostly quartets, with Solomon, English, pianist, featured). International Lucerne Festival runs from Aug. 10-28. Wilhelm Furtwangler will conduct "The Creation" of Haydn. Zino Francescatti and Robert Casadesus will give a sonata evening. Other soloists are Nathan Milstein, Marcel Dupree, organist; Edwin Fischer. pianist; M. Mainardi, Italian cellist; Franz Vroons, tenor. Conductors Bruno Walter and Herbert Karajan also are participants. Festival reports it is expecting big business. Atmosphere of the town, one of the most picturesque in the country, should delight U. S. music lovers.

B.A. Studio Woos Magnani For Pix; More Dickering For Arg.-Venezuela Swaps

Buenos Aires, July 26.
Argentina Sono Film is reportedly dickering with Anna Magnani to make pix in Buenos Aires in 1950. The Italian actress would be teamed with Arturo de Cordova, and would have to learn Spanish

to make pix in Buenos Affect in 1950. The Italian actress would be teamed with Arturo de Cordova, and would have to learn Spanish before coming out to Iulfill the contract, which is being negotiated by a Spanish agent with Atilio Mentasti, guiding mentor of Sono. Argentina's crack jockey, Peneo Leguisamo, has been offered \$8,000 (U. S.) to appear in a motion picture about horse racing. Independent Studio Sica made the bid. Bolivar Films, of Venezuela, is dickering with another three Argentine stars, who will be signed to make pix in Caracas as soon as the first combined Argentine-Venezuelan production is completed. The three are Mecha Ortiz, Roberto Escalda and Entique Serrano, who would travel to Venezuela once the present team working there — Juan Carlos Thorry, Susana Freyre and directurn.



AND HOW THESE BIG ONES KEEP GOING!

YOU'RE MY EVERYTHING · HOUSE OF STRANGERS · IT HAPPENS EVERY SPRING · THE BEAUTIFUL BLONDE · FORBIDDEN STREET MR. BELVEDERE GOES TO COLLEGE · MOTHER IS A FRESHMAN A LETTER TO THREE WIVES · CANADIAN PACIFIC · THE FAN THE SNAKE PIT · YELLOW SKY · CHICKEN EVERY SUNDAY THAT WONDERFUL URGE · DOWN TO THE SEA IN SHIPS

"We return to our homes with a new spirit, a renewed faith in the motion picture business and the firm conviction that



—From a resolution unanimously adopted by the 52 Theatre Ad Execs at the conclusion of the Industry Merchandising Conference, July 28-29, N. Y. C.

Short Season, Bad Weather Place Hamper On Drive-Ins in Mpls. Area result in \$100,000 ultimate loss in the area. Once the pic is established through a regular first-run, distribs are no objections to giving a

Minneapolis, Aug. 9.
Drive-in theatre business in this territory continues on the skids in the smaller communities with consequent curtailment of operations and abandonment of plans for further construction of the ozoners.
Unfavorable weather on several weekengls when the drive-in das been opened on hillside

Unfavorable weather on several weekends, when the drive-ins do the bulk of their business, has been an unfavorable factor in both the smaller and larger situatious. The comparative shortness of the drive-in season in the territory is a fur-

in season in the territory is a fur-her handicap on ozoner operation. In Albert Lea, Minn., population 5.500, the Friedman Bros., owners of the town's only two conventional theatres, have cut down their shows to one a night at their recently opened drive-in. They say that during the first two weeks of the ozoner's operation there were only ozoner's operation there were only four to seven cars a night for the second shows, although the ad-mission is 50c for adults and 12c for children and fairly late releases are being shown.

The Friedmans say they're re-The Friedmans say they re re-ducing the drive-in's capacity from 420 to 300 cars and returning 120 In-car speakers to the distributors for credit. They point out certain ozoner operating costs just can't be reduced with diminishing returns, such as bulldozer use after closing. They also assert that since the drive-in's opening, business has been off 40% at their conventional "B" house. with diminishing returns.

With the unfavorable drive-in with the uniavorable drive-in developments, the Jules Edlestein group have called off plans "for the present" to build drive-ins at Hibbing and Virginia, Minn. Also, previously announced plans to build drive-ins are being deferred. build drive-ins are being deferred by Eddie Ruben at Grand Forks, N. D., and Aberdeen, S. D.; Ted Karatz's group at Virginia and Hib-bing, Minn.; Home Theatres cir-cuit at International Falls and Park Rapids, Minn.; Will Glaser at Fairbault, Minn.; Rubenstein & Mann a second drive-in at Duluth; Clar-ence Kash groun at Duluth; Clar-

Benidi). Minn.; Rubenstein & Main a second drive-in at Duluth; Clarence Kaake group at Duluth; Roy McMinn group at Superior, Wis.; W. R. Frank group at Wilmar. Minn , and Elson & Nathanson at Detroit, Minn.

In the more populated centers, however, the drive-ins, for the most part, are thriving, according to reports reaching Film Row here. Operations of the four Twin City drive-ins, owned by a group of leading Minneapolis and St. Paul independents, continues highly profitable, although under last season's level for the only two in existence then. A fifth Twin City suburban ozoner, the Hilltop, owned outside the group, has just been opened and still another is in the construction stage. A 420-car'drive-in is

and still another is in the construc-tion stage. A 420-car'drive-in is also being built by V. Gould and A. Kuhlman at Williston, N. D. Fargo, N. D., and Sious Falls, S. D., drive-ins are reported pros-pering far beyond initial hopes, while a number of other towns are bad, revealing the spotty nature of husiness. business.

of business.

Members of North Central Allied
are cautioned in a bulletin regarding small-town drive-in theatre
operations. "Every report received
by this office is that drive-in theattres in or near small towns are ln erious trouble and are folding up, the bulletin advises.

the bulletin advises.
"Apparently to be successful, a drive-in must be located near a larger town where there is some concentration of population, particularly laboring people. Bankers ularly laboring people. Bankers are interested in this development and consider drive-ins not in or near a larger town to be had fin-ancial risks."

Mull Philly Drive-In
Philadelphia.
Philadelphia's first drive - in
within the city limits loomed as a
possibility with city council's zonang committee debating the project and assorted exhibitor groups
holding emergency meetings. Plant ect and assorted exhibitor groups holding emergency meetings. Plan was disclosed when the Zoning Board was asked to authorize a drive-in in an eight-block area near

Stadium in South Municipal the Municipal Stadium in South Philly. The applicants, Harry Bolhover and Charles Goldfine, local exhibs, said the project would cost \$225,-000 and accommodate 1,000 cars.

Ozoner for Dallas Suburt

Dallas.
Newest local ozoner, The Hi-Vue
drive-in opened here in suhurban
Oak Cliff. M. J. Komenann is
operator.

Washington, Aug. 9.
The drive-in has invaded
South America. Under the tag
of "auto-cine," first drive-in
has been opened on hillside
overlooking a suburb of
Caracas, capital of Venezuela.
Despite bad weather, it drew
capacity crowds at outset.
First "auto-cine" parks 250
cars and includes a terrace be-

First "auto-cine" parks 250 cars and includes a terrace becars and includes a terrace be-low the parking spaces which has tables and chairs for 600 spectators and diners. Food and refreshments are served to autos and the terrace.

Finneran Plan

Continued from page 4 :

forced to oppose it. They claim that it is completely illegal, that they cannot join together in refusing to give a player a job. They point out that they tried that very thing in the case of the "Holly-wood 10," the alleged left-wingers who were cited for contempt by the House Un-American Activities Committee a couple years ago. and wound up with millions of dollars of lawsuits against them. The suits are still pending.

It is expected that a rep of the It is expected that a rep of the MPAA or some other industryite may attempt to prevail on Allied between now and the Chicago huddles to forget the Finneran Plan there. It will be pointed out to board chairman Abram F. Myèrs that adoption would be an illegal action by the studios and that introduction of the subject would only be a discordant note at Chicago.

Allied's insistence on discussion.

Allied's insistence on discussion Allied's insistence on discussion on the plan grows out of a policy announced by prez William L. Alnsworth back in June. He said at that time that "while the producer-distributor idea of public relations were the producer-distributor idea of public relations were the producer-distributor idea of public relations was to publiclize only those things that are right in Hollywood, Allied's approach is to put equal effort on cleaning up the things that are the basis of public criticism." Thus the Finneran Plan.

Agenda for the Chicago meetings is being prepared by Francis S. Harmon, vp. of the MPAA and head of its exhibitor-community relations department. He has been consulting antinuously with vertical consulting antinuously with vertical consulting antinuously with vertical consulting antinuously with vertical consulting continuously with vertical consulting continuously with vertical consulting continuously with vertical contin consulting continuously with our other industry factions i ous other industry factions in an effort to put on it every subject that they want to discuss, but yet hold it down to the maximum number of points that can reasonably be taken up in two days. Likewise, effort is belng made to hold it to those subjects on which there is reasonable assurance of getting agreement and least chance of recriminatory argument upsetting the good will aura.

Allied's Five Reps

Allied's Five Reps
Washington, Aug. 9.
By mail referendum, the directors of Allied States have authorized William L. Ainsworth, Abram F. Myers, Charles Niles, Trueman T. Rembusch and Martin G. Smith to attend the all-industry public relations huddles in Chicago at the send of this month. end of this month

end of this month.

Exhibs' delegation will have to report their findings to the October session of the board before Allied can be committed to any definite plan. The Indie exhibitor group will urge that the Chicago meeting be confined to public relations for the time being, with trade practices being shelved as an issue.

They intend to insist expende

They intend to insist strongly tat the proposed public relations ogram should include "a reprogram program should include "a re-affirmation of organized respon-sibility to the public, and the adoption of new machinery and strengthening of old machinery for the correction of those matters that have given rise to criticism."

have given rise to criticism."

Metropolitan Motion Picture
Theatres Assn., group repping
90% of exhibs in the New York
area, has named Leo Brecher.
Oscar A. Doob and D. John Phillips as a committee to attend the
industry public relations meet in
Chicago Aug. 30-31. Brecher is
prez of MMPTA: Doob, a Loew's
official, chalrman of the exec committee, and Phillips, exec director.

Distribs Resist

have no objections to giving a drive-in the opportunity of bidding drive-in the opportunity of blading for second or subsequent playings, It is said. But an initial slotting of a pic to a drive-in, "cheapens" the film and causes a general tumbling of terms, it is asserted.

of terms, it is asserted.

No legal precedent on the current feud has yet been set. Hence, the question is considered wide-open although company legalites this week expressed confidence that their reason for denying drive-ins equal competitive status would not be tagged discrimination by the courts. One action, brought by exhib E. Adelman in Houston currently action of the courts of the cour be tagged discrimination by the courts. One action, brought by exhib E. Adelman in Houston currently poses the question.

It is argued by sales staffers that booking in an ozoner does not give a film the best chances of exploitain the best chances or exploita-tion which a de luxe downtown house can supply. With the loss of exploitability, film is not ac-cepted by either the public or other theatre ops. Legalites view the sit-uation as being parallel to that of an expensive suburban house which seeks to take a film away from an established theatre in the center of

town.

In smaller areas, however, exceptions have already been made to the rule. RKO, for instance, grants first-run in Jacksonville, Fla., to an ozoner. Case is extreme since the open-airer operates all year round; is tremendous in size; and there are only houses of limited capacity in downtown Jacksonville. in downtown Jacksonville.

in downlown Jacksonville.

In Chicago where a large number of big drive-ins have opened, there is some relenting. These drive-ins get product immediately behind the Loop first-runs without any clearance delay. In Detroit, one drive-in takes second run which it has been consistently winning in the past few months.

FCC Grants Film Cos. Delay on Theatre TV

Washington, Aug. 9.
The motion picture industry was given a breathing spell yesterday to get in its frequency requirements for theatre video. The Fed-Communications Commission

eral Communications Commission extended to Oct. 3 the time for TV broadcasters to file comments to proposed micro-wave allocations for remote pickups, intercity relays and other auxiliary services. 20th-Fox recently asked the Commission to hold up allocations for the TV auxiliary services until it has submitted its requirements for theatre video. Its purpose was to prevent foreclosing a part of the micro-wave band from future theatre needs.

necus, e Commission's order main-the allocation status quo untains the allocation status quo un-til the picture industry makes known its requirements and gives the agency opportunity to deter-mine its needs before allocating frequencies to television broad-

Disney Readying Sales Campaign on 'Cinderella'

Major contab on releasing and advertising plans for Walt Disney's "Cinderella" is being held in New

"Cinderella" is being held in New York this week by Disney, RKO and advertising agency execs.
Roy Disney came into New York from the Coast over the weekend for the sessions, while William B. Levy, general salesmanager, re-turned from a two-month sales trip to Europe. Just back from a trip to the Coast to see the ple and sitting in on the meetings will be Levy's aides. Leo Samuels and Irving Ludwig. and pub-ad chief Charles Levy.

Irving Ludwig, and pub-ad chlef Charles Levy.

Next on the Disney slate is "Ichabod and Mr. Toad." which goes into release in October. Out-fit is planning distribution next year sometime of "Treasure Is-land", now in production in Eng-land in all live-action.

ABPC Told Drive-Ins Would Help Its Gate

London, Aug. 9.

Introduction of drive-ins as in-surance against boxoffice losses in Judge Matthew Levy is sitting in with Walsh on the falks. the summer was advocated at Associated British Picture Corp. annual meeting last Thursday (4) by a London insurance broker, Ashley Edwards, who has just re-turned from U. S. and Canada.

turned from U. S. and Canada.
Sir Philip Warter, company chairman, however, thought that gas rationing in Britain would be a serious obstacle. He also told Edwards that since the annual statement had been prepared the weather had hurt business but that there had been an immediate improvement during the recent break over the August holidays.

Yanks Melt

Continued from page 3

ceeded in reducing balances in one way or another a total of slightly way or another a total of slightly under 9,000,000 pounds (\$35,000,-000) and left there only 1,800,000 pounds (\$7,200,000) for the 12month period ending last June 14. month period ending last June 19.
Pressure is on to clean up the
frozen pounds before next June 30
because part of any accumulation
over 2.000,000 pounds held by the
industry must go to British char-

Seidelman's operations in Eng-land in the past 10 days sets the pattern for other companies. He pacted with J. Arthur Rank for the acquisition of Western Hemisphere acquisition of western Hemisphere rights to a group of pix including "Hamlet"; for joint production of up to four films in Britain with the Rank Interests: for participation jointly with Rank in number of productions now being planned.

While the industry's percentage figures have proved amazingly high to the companies themselves, as well as to the British govern-ment, there are a number of catches involved. First is that the 45% quota, which was imposed shortly before the agreement be-came effective, held down American earnings substantially, so that there was considerably less coin to there was considerably less coin to be remitted from England than anticipated when the deal was made in March. 1948. by Eric Johnston, prez of the Motion Picture Assn. of America, and James A. Mulvey, representing the Society of Independent Motion Picture Producers, with Harold Wilson, president of the Board of Trade.

Second factor involved in mak Second factor involved in making the 80% figure actually a lot less favorable than it appears on the surface is that the £9,000,000 taken out of their balances by the Yank firms does not represent the equivalent in dollars at the standard rate of \$4 to the pound—or \$36,000,000. Much of the sterling was used up or sold at discount rates. Exactly how much was retrieved is almost impossible to tell.

How It Figures

How it Figures
Of the £9,000,000 of balances
removed, the equivalent of \$17,
000,000 was in cash, as agreed on
in the March, 1948, pact. In addition there was to have been some
cash from the "B Pool." made up
of the arminel. cash from the "B Pool," made up of the equivalent of earnings of British pix in the U. S. However, this money is involved in a hassle between the companies and its fu-ture is uncertain at the moment.

Actual earnings of American companies in Britain for the 12-month period aren't known as yet, but are merely estimates by foreign department execs based on the previous year's business. Income for the year prior test have vious year's business. Income for the year prior to the agreement was about \$50,000,000. The quota was only about half as stiff at that time and business in general was much better. Based on those factors, it is thought that the Income for the year ending last June 14, couldn't have heen much more than \$40,000,000.

Heavy portion of their frozen balances were used up by the heavy portion of their frozen balances were used up by the Americans in a variety of ways. One, of courses, was production of films in England. Second was the outright buying of American rights to British pictures. Companies also had a great many of their prints made in England for the entire foreign market used with the course of the c

IA Demands

Continued from page 4

Eastern Execs in Move To Settle Lab Workers' Pact

Settle Lab Workers' Pact
Top execs of the major film
companies will enter directly into
the eastern labor picture this week
when negotiations for a new pact
to cover eastern lab technicians
are slated to resume. In a move
to avert another strike theat, the
execs are reportedly aiming for a
swift agreement with the technicians Local 702, International Alliance of Theatrical Stage Employees, whose pact with the 19 eastern
labs expired in June. IATSE prexy
Richard F. Walsh, returning from
Coast labor confabs, will take a
leading hand in the talks.
Local 702 prexy John J. France.

leading hand in the talks.

Local 702 prexy John J. Francavilla stated last week that his union
swung solidly behind Walsh's postponement of a scheduled strike
after a plea to continue bargaining
was-entered-by-several major company prexies. Intervention of the
company toppers, according to
Francavilla, indicated a change
from the former "uncompromising
position" taken by the employer
group headed by Joseph E. Mc
Mahon, Republic treasurer. Union
leaders, however, declared they
were keeping their strike machinery olded in exercise. Mahon, Republic treasurer. Union leaders, however, declared they were keeping their strike machinery oiled in case no settlement could be reached on their demands for a 32-hour week, severance pay and increased vacations. Union is asking for reduced hours to combat asking for reduced hours to combat asking for reduced hours le unemployment incurred by technological improvements.

logical improvements.

Importance of the lab workers' negotiations is highlighted by the fact that a half-dozen other IATSE film locals in the east have also begun pressing for new pacts with the majors. Operating without a contract for over a year in some cases, IA cameramen, cutters, editors and scenic workers, are expected to follow Local 702's negotiating pattern if latter union is successful.

No Markdown

Continued from page 7

way players in the past year. They are being chosen because (a) they are trained actors, and (b) they have a projectible personality that goes far beyond mere good looks.

goes far beyond mere good looks.
While these players may start at
\$200 or \$300 per week, as against
the \$75 that used to he handed to
the pure tyro, there's plenty of
economy involved. First thing is
that a minimum of training is required for them and, secondly,
there's less waste in bad choices,
since these actors have already at
least partially proved themselves
in their Broadway engagements.
High price tags that continue to
hang on the top star names are
simple to explain in ordinary terms
of supply and demand. There are

of supply and demand. There are only a score or so of players in this category and if a lot wants their services it must meet the competitive price demand. The group has proved its value in pushing up income on the pix in which they appear. While it has been shown repeatedly that few star names will help a poor film at the b.o., the well recognized marquee monikers are valuable to distribs in getting bookings. Producers well know that their exhibitor-customers have never overcome the habit of asknever overcome the habit of ask-ing, "Who's in it?", and booking the plcture and paying rental accordingly.

King Bros.

Continued from page 7

for amusements, but that they run short of cash in between pay peri-ods and that the charge account short of cash in between pay periods and that the charge account would solve their problem.

Theatre execs in New York point out that the idea has been broached

before but never got any place because of the feeling of most ex-Freedom New Indie

Sacramento, Aug. 9.

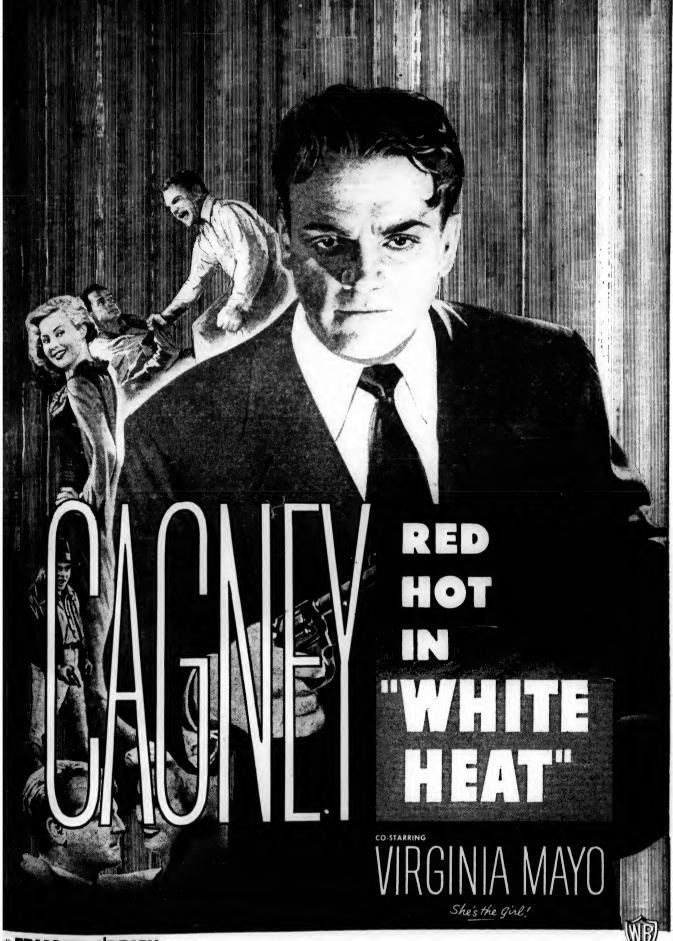
Freedom Productions filed incorporation papers here with Jack Wrather. Edward Golden and Monte E. Livingstone named as directors.

Company's first picture will be "Guilty of Treason." to be produced independently for United Artists release.

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Freedom Productions filed incorporation papers here with Jack wrather. Edward Golden and Monte E. Livingstone named as directors.

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DIRECTED BY

Screen Play by Ivan Goff and Ben Roberts

ted by a Story by Virginia Kellogg • Music by Max Steiner LOUIS F. EDELMAN

PRODUCED BY

ARNER TRADE SHOW AUG.24.

Baseball Beans B.O.

to the fact that Richmond is so diversified industrially that it seldom present, the decline is nothing to reacts violently to the peaks and be excited about.

to the fact that Richmond is so di-versified industrially that it seldom reacts violently to the peaks and vaileys of economic conditions. Television is not considered a menace at the moment. There is but one television station in opera-tion and approximately 5.000 sets have been sold. Two other stations are scheduled to begin operations eventually. Based on past experi-ence, film houses expect a tempo-rary decline in attendance as long rary decline in attendance as long as television is a novelty, but they do not view the situation with un-

due alarm.

Drive-ins have been booming.

There are several small independent houses, one de luxe independent, one other big drive-in operated jointly by Fablan-Wilmer & Vincent and the Neighborhood Theatre chain. Near-capacity is reported nightly. Rather than cut in on regular urban attendance, the drive-ins appear to be creating a new picture audience. The two big houses particularity are attracting houses particularly are attracting older people and familles with nouses particularly are attracting older people and families with young children, thus solving the sitter problem, and bringing in patrons who either will not bother to dress for a downtown theatre or cannot get out unless they bring the children.

the children. Bookings for the two big drive-lns run usually to pictures playing immediately after subsequent run, with a sprinkling of reissues. The smaller outfits take anything they can get, with westerns and action films predominating.

can get, with westerns and action films predominating.
"Extra added attractions" have increased patronage. At the Broadway (independent). Frank Porter, locai radio "country store" singer and comedian, appears weekly. At the Bellwood (Fabian-Neighborhood), Harvey Hudson, disk jockey from WLEE, puts on his platter show from 6:30 to 8 p.m., prior to the showing of the first picture program on Mondays and Tuesdays. Here also on Thursdays and Fridays the program is augmented by five cartoons and a serial, while five cartoons and a serial, while there is a regular Saturday night thrili show at midnight with no there is a regular Saturday night thrill show at midnight with no extra charge. Mobile concession units with icecream, cold drinks and hotdogs have proven profitable, and a playground is opened at 6:30 each night for youngsters who pre-fer the swings and sandboyes to

each night for youngsters who pre-fer the swings and sandboxes to the confines of their parents' care. Concession stands within the theatres are more firmly estab-lished than ever, but business varies according to the type of the-atre. Suburban houses report that the concession business has not re the concession business has not re-flected the drop in attendance. In action houses there is a per capita increase in candy counter sales. On the other hand, Loew's, a class house, fluctuates according to the attraction. An abbott and Costello picture will sell 1.100 boxes of poppicture will sell 1.100 boxes of pop-corn per day; a Gable film will sell not more than 200 boxes. Loew's, however, plans the construction of a complete concession stand to in-clude soft drinks and icecream as well as the packaged confections they now handle.

No Pix Gripes

Exhibitors here have not joined the general hue and cry about "bad pictures." In general they state that they think pictures are about as good as they were a year ago.

that they think pictures are about as good as they were a year ago. They deplore the "similarity" of many of the releases that have appeared recently but are quietly optimistic about the immediate future. Musicals, comedies and pictures with name players still are considered the best bets for good business; psychological themes are poison, crime pictures are not popular; an excellent picture with a little-known cast is an uncertain gamble. The consensus is "There is no substitute for a well-made picture with star value."

No new theatres are being built,

No new theatres are being built, but none has shuttered for the summer. Balconies usually are roped off during the day but are open for night shows, despite the fact that prolonged good weather has taken crowds to night baseball and miniature golf courses. Outand miniature golf courses. Out-door sports have cut into the at-tendance on certain nights but regular film patrons usually attend at other times during the week. One exhibitor states, "Baseball must other times during the week. One exhibitor states, "Basebal must have hurt us because they ofter us competition." while another says, "Outdoor attractions can't have much effect on theatre grosses because the basebal officials are the baseball officials cause the baseball officials are complaining about the falling off of their own attendance." Still other exhibitors conclude that there is a general and not-to-be-un-expected attendance slump at all

Be excited about.

Richmond never has gone in for extravagant bailyhoo or circus stunts. The town never Indulges in double features, bingo, give-aways or other such methods of selling its entertainment. At the moment Loew's is cooperating in MGM's Silver Anniversary Year by using special trailers, extra art in the iobby, additional radio spots. The Fablan-Wilmer & Vincent houses, celebrating Fablan's 35th anniversary, have placed hillbilly singers on the stage of one suburban house, (Lee theatre) and also have organized a students quiz program for the same theatre, during which students or prospective students at the Richmond Professional Institute compete for prizes of cash Richmond never has gone in for Institute compete for prizes of cash to be applied to their tuition. Other events of like nature are to be spot-lighted at their other houses throughout the anniversary month of August. Special exploitation, although on the dignified side, is

atthough on the dignilled side, is said to have increased grosses.

The overail picture of the film business in Richmond is neither frantically pessimistic nor blindly optimistic. The general feeling is optimistic. The that of "busines that of "business as usual," as op-posed to the lush and inflated war years.

Skouras Predicts Good Theatre Biz Ahead

Los Angeles, Aug. 9.
With at least 57 "good" productions ready for screening, theatre business is due for a strong upswing between now and the end of the year. That was the opinion expressed by Charles P. Skouras, National Theatres prexy, after personal inspection of numerous top pictures and reports of others with strong audience appeal. Skouras said:
"I am not worried about the state of our business even though

state of our business even though state of our business even though the boxoffice has gone down 20% since April. Already the trend is upward and will continue in that direction with plenty of fine films coming up. Drive-in theatres have tapped the tills of the regular film houses by as much as \$125,000 a week during the summer in California, but this business will return to the established theatre with cooler weather."

Syracuse Slips 25% Under a Year Ago

Syracuse, Aug. 9. Film business in Syracuse is 23%

Film business in Syracuse is 23% off a year ago, except for Loew's State. Compared with six months ago, trade is only slightly under, a city-wide survey indicates.

Credited with boosting Loew's boxoffice receipts, in addition to a lineup of strong pictures, was a Loew stage unit headed by the lnk Spots, which grossed a reported \$24.000 the week of July 21, and whetted Syracusans' appetites for the return of stage entertainment.

tainment.
Vaudeville's local revival was Vaudeville's local revival was originally slated for Sept. 8, at RKO-Keith's, with Pat Rooney and the "Palace policy" unit. Since then, Keith's scheduled another Palace eight-act show headed by Gus Van for the week of Aug. 11. And Loew's expects to have an August stage attraction, possibly the Betty Garrett-Larry Parks unit. Television has had little to no effect on theatre business here. Station WHEN, only Syracuse video outlet at present, does not operate

Station WHEN, only Syracuse video outlet at present, does not operate on direct TV network wavelength and will not be linked with coaxial cable until the fall.

Drive-ins in the Syracuse area haven't sliced into city film business as much as they have into themselves it is indicated. New North drive-in at North Syracuse is estimated to have nicked Kallet's Fairmount outdoor house. Until this drive-in at North Syracuse is estimated to have nicked Kaliet's Fairmount outdoor house. Until this year, Kallet's was the only drive-in near Syracuse. There's talk of building two more drive-ins, one east of town and the other south for next year. Neither Syracuse drive-in has asked for clearance. No other theatre construction is announced for Syracuse. Candy and concession business is on the upgrade in Syracuse houses, with increases 8-10°C, ratio-wise, to admission take.

Syracuse's current run of pictures is not as strong as a year ago, with the exception of Loew's new season string. There have been no changes in admission scales.

Outdoor sports, chiefly baseball

atter looking over the Paramount theatres in Charlotte, Newport (Charlotte, Newport (Nauke Hall I-E) (2,200; 50-84)—

Wou're My Everything' (20th) and "Fogotten Women." (Mono). Okay at \$9,000. Last week, "Home of Brave" (UA) and "Gover Up" (UA) (3d vk), \$4,000.

O'rpheum (H-E) (2,600; 50-84)—

BEREIRA BACK TO L. A.

Hai Pereira, Paramount theatres in Charlotte, Newport (Nauke Hall I-E) (2,200; 50-84)—

Willie Hall (H-E) (2,200; 50-84)—

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O'rpheum (H-E) (2,600; 50-84)—

BEREIRA BACK TO L. A.

Hai Pereira, Paramount theatre houses while the three show cases or struction plans for the circuit, is being transferred to the studio. Pereira will life originally comes from the corporation of the studio where he supervised art work on a number of productions.

Syracuse's current run of pictures is not as strong as a year ago, with the exception of Loew's new season string. There have been no changes in admission scales.

Outdoor sports, chiefly baseball

and fights, have taken a greater boxoffice toll this summer than last. Since Syracuse is a solid baseball-minded town, Sunday afternoon doubleheaders often rol the film houses of much business

Wilmington Complains Of Overtalky Films

Wilmington, Aug. 9.
Theatre business is off here up to 25%. Exhibs complain that outdoor sports and other amusements are among the prime causes for the drop, but managers in those fields also are crying the blues. Another reason for the slump is marked down to alleged slipping pix standards. Many stars seem to be losing their hold on the public and customers are beginning to squawk

Television is another headache for exhibs since it's known that it keeps many potential patrons home

Only one drive-in is operating in this area, playing oldies to big at-tendance. No other building is projected for other drive-ins or regular theatres in view of declin-

ing grosses.

Theatre operators are turning a deaf ear to suggestions for lower prices. However, policies for the circuit houses are set by execs in other cities and nabes are content

other cities and nabes are content
to follow past practices.

Declining grosses have failed to
bring any changes in exploitation
or improve showmanship. Both
Warner theatres and the nabes favor small ad space and only Metro goes for extra spreads on special

Lower Philly Take
Philadelphia, Aug. 9.
Decreased attendance at films
was reflected in monthly financial
report issued by Receiver of Taxes
W. Frank Marshall and City
Treasurer Ralph W. Pitman.
Amusement tax collections for
July were \$35,000 lower than the
corresponding month last year. For
the seven months ending Sunday,
July 31, they totalled \$2,427,568.
This was a drop of \$122,932, or
5,25% lower than the comparable
1948 figure.
The report showed that lower pic
boxoffice returns accounted for
most of the decline, although taxes

boxoffice returns accounted for most of the decline, although taxes from sports events and nightciubs are included in the city's amusement levy.

Norma Shearer Sues On Thalberg Taxes

Los Angeles, Aug. 9.
Suit for \$34,542 was filed here
by Norma Shearer against the
State of California, claiming that
amount was overpaid in taxes on
the estate of her late husband, Irving Thalberg.

Through representatives in L.A. superior court, actress declares the sum was paid twice, in inheritance and income taxes.

Burtis Awarded 25G In U-I Plagiarism Suit

Los Angeles, Aug. 9.
Thomas Burtis, screen writer, won a \$25,000 piracy verdict against Universal-International after an eight-day trial in L. A. superior court

Scripter charged his original ory, "Manhattan Masquerade." story story, "Manhattan Masquerade," was incorporated by the studio into its Joan Davis starrer, "She Wrote the Book," The jury decided that Burtis wrote it, or at least a substantial part of same.

Bob Weitman's O.O.

Bob Weitman's O.O.

Robert M. Weitman, Paramount theatre veepee, entrains today (Wed.) for Virginia to make his first inspection of the three theatres retained by Par following the liquidation of the company's partnership with Hunter Perry. Weitman returns at the end of the week after looking over the Paramount theatres in Charlotte, Newport News and Lynchburg.
Under the breakup, Perry took 11 houses while the three showcases remained in Paramount

Picture Grosses

BUFFALO

BUFFALO

(Continued from page 15)

Jones Beach" (WB) (2d wk), down to \$5,000.

Hipp (Par) (3,400; 40-70)—"Arson, inc." (SG) plus Peggy Lee and Billy Gilbert onstage. Socko \$20,000. Last week, subsequent-run. Teck (Loew's) (1,400; 40-70)—"Wizard of Oz" (M-G) (reissue) and "Sons of Adventure" (Rep) (2d wk). Down to trim \$4,000. Last week, big \$7,000.

Lafayette (Basil) (3,000; 40-70)—"Johnny Stool Pigeon" (U) and "Law Barbary Caast" (Coil, Nice \$12,000. Last week, "One False Step" (U) and "Ride, Ryder, Ride" (EL), \$7,500.

Century (20th Cent.) (3,000; 40-70)—"Late for Tears" (UA). Dim \$10,000 or near. Last week, "Tulsa" (EL) and "Alimony" (EL), \$1,500.

'Brave' Sets New Mark In D.C., Wham \$16,000; 'Gatsby' Sturdy \$21,000

Washington, Aug. 9.
Holdovers are pulling down the general average here this week, but newcomers look strong. Of these, "Home of Brave" at Translux is terrific, breaking all records at this small house. Demonstrations over segregated policy friezled, with pic doing capacity at the Republic, Negro nabe, where it is day-dating. Next best bet is "Great Gatsby" solid at Loew's Palace.
Estimates for This Week

Gatsby solid at Loew's Falace.

Estimates for This Week
Capitol (Loew's) (2,434; 44-85)—
"Good Old Summertime" (M-G)
plus vaude (2d wk). Satisfactory
\$20,000 after smash \$31,000 last

week.
Keith's (RKO) (1,939; 44-80)—
"Lady Gambles" (U) (2d wk). Fair
\$7.500 after fine \$13,000 last week.
Metropolitan (WB) (1,163; 44-74)
—"Girl Jones Beach" (WB) (2,000, 1,000).
Last week,
"Red Menace" (Rep), disappointing

"Red Menace" (Rep), disappointing \$7,000.

Palace (Loew's) (2,370; 44-74)—
"Great Gatsby" (Par). Stout \$21,000 but-not up to level hoped for Last week, "Any Number Play"
(M-G) (2d wk), nice \$16,000.

Playhouse (Lopert) (432; 50-85)
"One Woman's Story" (U). Solid \$6,500. and holds. Last week, "Fam" (20th) (3d wk), \$3,500.

Warner (WB) (2,164; 44-74)—
"Silver Lining" (WB) (2d wk). Steady \$14,500 after better than expected \$19,000. fine last week. "Trans-Lux (T-L). (654; 44-80)—"Home of Brave" (UA). Boff \$16,000. fine last week. "Trans-lux (T-L). (654; 44-80)—"Home of Brave" (UA). Boff \$16,000. for his small-seater and new house record. Last week. "Forbid-

house record. Last week, "Forbid-den Street" (20th) (4th wk-5 days),

'Summertime' Hottest Thing in Seattle, 14G

Thing in Seattle, 14G
Seattle, Aug. 9.
Cooling plants are helping biz this week but not enough to compete with the warm outdoors. Best bet currently is "Good Old Summertime" great at Fifth Avenue. "You're My Everything" shapes okay at Music Hall.
Estimates for This Week
Collseum (H-E) (1.877; 50-84)—
"Reign of Terror" (EL) and "Sleeping Car Trieste" (EL). Fancy \$10,000. Last week, "Crooked Way" (UA) and "Temptation" (Mono), 80-80, \$7,000.

(UA) and "Temptation intolio", so \$7,000.

Fifth Avenue (H-E) (2,349; 50-84).—"Good Old Summertime" (M-G) and "Skyliner" (SG. Great \$14,000. Last week "Any Number Play" (M-G) and "Arctic Manhuit" (U) (2d wki, \$7,400 in 10 days.
Liberty (Theaties, Inc.) (1.650; 50-84).—"Stration Story" (M-G) (5th wk). Good \$7,500 after sweet \$8,800 last week.

Music Box (H-E) (850; 50-84).—"Sorrowful Jones" (Par) and "Jig-saw" (UA) (6th wk). Good \$3,500. Last week, big \$4,000.

Music Box (H=E) (old), 50-647—
"Sorrowful Jones" (Par) and "Jigsaw" (UA) (6th wk), Good \$3,500.
Last week, big \$4,000.
Music Hall (H-E) (2,200; 50-84)—

0; 50-(20th) and Okay of

'EVERYTHING' MODEST \$14,000 LEADS MPLS

Minneapolis, Aug. 9.
Another heat wave, third this summer is taking boxoffice toll this week. Lightweight fare is also being planned by exhibitors. Pair of musicals, "Silver Lining" and "You're My Everything." top the fresh entries. "Not Wanted" loom big. Estimates for This Week.

Century (Par) (1,600: 56-70)—
"Sorrowful Jones" (Par) (4th wk)
Přobably will take its place among year's boxoffice leaders in this town. Still respectable at \$5,000 after hefty \$7,000 last stanza.

Radio City (Par) 14,000; 50-70...
"You're My Everything" (20th), Well-liked musical but only moderate \$14,000 in prospect. Last week. "Stratton Story" (M-G), good \$16,000.

good \$16,000.

RKO-Orpheum (RKO) (2,800, 50-70) — "Siiver Lining" (WB). Meeting with approval, but Ray Bolger's name doesn'i mean so much here. Fine \$12,000. Last week, "Judge Steps Out" (RKO) and vaudeville (55-85), with latter entirely responsible for smaah \$24,500.

\$24,500.

RKO-Pan (RKO) (1.600; 50-70)

"Not Wanted" (FC). Big \$10,000

or near. Last week, "Cover Girl"
(Coi) and "Meant for Me" (Coi)
(reissues), \$6,500.

State (Par) 12,300; 50-70)—"Colorado Territory" (WB), Good \$12,000; looks about all Last week, "Outpost in Morocco" (UA), fine \$12,000.

TORONTO

(Continued from page 15) Very big \$12,000 after last week's \$14,000.

Shea's (FP) (2,386; 40-70)—
"Great Gatsby" (Par) (2d wk).
Light \$5,000 after nice \$8,000 opener.

Towne (Taylor) (690: 40-70)— "Mr. Poily" (EL) (2d wk). Near capacity \$4,000 after last week's

University (FP) (1,556; 40-60)—
"Fountainhead" (WB) (2d wk),
Light \$5,000 after last week's £6.

Uptown (Loew) (2,743; 40-70)—
"Johnny Stool Pigeon" (U). Dim
\$6,000. Last week. "Take False
Step" (U), about same.

Hughes-RKO Continued from page 3

meet any bid on the circuit, does not intend to match the Meyer of-fer, it has been learned. After forwarding a letter to Hughes de-

fer, it has been learned. After forwarding a letter to Hughes demanding an explanation of certain claimed details in the Meyer bid. Odlum has indicated that he will sue if the bid is accepted. He has attacked the offer on the ground that it is not bona fide.

Odlum and his aides take the view that if the bid is proper, the price would prohibit Atlas from meeting it. If it is considered merely a device for bringing up the price, the Odlum forces will attack by suit. However, there are industry insiders who are convinced that all parties will yet reach some agreement because "people of their stature do not go to court too readily.

On that score, it is said that Odlum never was interested in acquiring the RKO chain out obtained the option with the idea of selling it for a profit. If he can still grab a good sum, a suit would be unlikely. Odlum has asked \$500,000 for the option and has been offered \$100,000 for it.

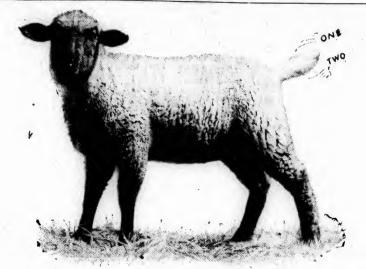
- Kingsberg

As for Kingsberg, his efforts are said to be unremitting. Odlum favors the RKO exec and reportedly would surrender his option.

to him for some reasonable price.
Meyer still remains on the Coast
awaiting word from Hughes. Laiter does not have to accept the offer even if it is the highest made.
It is believed that Hughes is weighing the possibility of a successful

It is believed that Hughes is weighing the possibility of a sucressful attack by Odium before giving his final word.

Odlum claims that the Mellon National Bank of Pittsburgh is backing Meyer, et al., with a \$4.-000.000 loan. This bank, he says, financed Hughes when the latter 000.000 loan. This bank, ne saystifinanced Hughes when the latter bought RKO control. Moreover, he charges that the Meyer trio would receive a \$250.000 commission if their offer is not accepted.



WE'LL TELL YOU IN TWO SHAKES OF A LAMB'S TAIL!

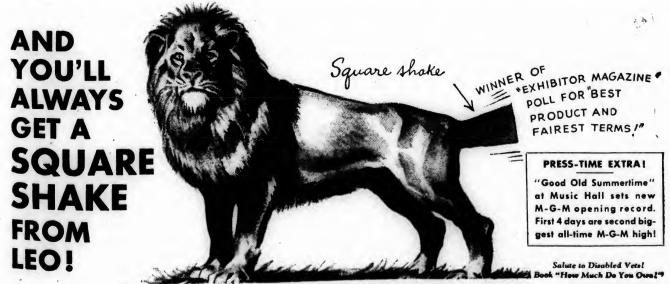
M-G-M has won the Blue Ribbon Award of Boxoffice magazine four months in a row! Another M-G-M First, it's the all-time record in 17 years of Blue Ribbon Awards! The winners! April: "Take Me Out To The Ball Game."

May: "Little Women." June: "The Barkleys of Broadway."

July: "The Stratton Story." We predict the August winner will be M-G-M's new hit "In The Good Old Summertime"—

Big at Radio City Music Hall and across the nation!

Also Big: "Neptune's Daughter," "Any Number Can Play." Watch for "Madame Bovary"



Clips from Film Row

Robert L. Montgomery tapped by Paramount for special exploitation on "Samson and Delliah." Montgomery was with J. Arthur Rank office.

Managerial personnel changes in Loew's New York theatres, announced by g.m. Eugene Picker: Daniel Cohen, assistant manager Loew's Metropolitan, Brooklyn, appointed acting manager of Loew's Metropolitan, Brooklyn, appointed acting manager of Loew's Palace, Brooklyn, succeeding Lawrence Stark, who moves to Boro Park theatre. Martin Gallagher, acting manager of Willard, Woodhaven, L. I., moves to the Melba, replacing Edward Burke, who takes over at Gates, Brooklyn. Jim Bruno. many years manager of Loew's Gates, shifts to Loew's Paradise, Loew's key Bronx house, succeding Gilbert Marbe, no longer with company. Morris Tanney moves from Boro Park to Loew's 46th St., replacing Paul Swater, who will fill the Willard vacancy.

Loh. "Turner head sim when the serious illness." North Central Allied continues to distance and trieval the arthur the serious trouble and are folding up," bulletin says.

Barney Benfield, vet Morris, Minn., exhibitor, recovering from serious illness.

North Central Allied continues to distance paramount in its bulle-serious distance and trieval the serious distance and trieval the seriou who takes over at Gates, Diousing.

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46th St., replacing Paul Swater,
who will fill the Willard vacancy.

The Tunner head film buyer

John Turner, head film buyer for Warner theatres in the Philadelphia circuit, resigned to take over as United Artists branch manager in Philly. Turner, with Warners for 19 years, will move to UA as soon as he winds up pending WB hir.

MINNEAPOLIS

"Home of Brave" set for territory premiere at State here Aug. 25.

One U. S. Senator and five Congressmen of Minnesota delegation in Congress have advised North Central Allied in reply to its request for support for repeal or modification of wartime excise admission tax that they'll work for such a change.

Recurrence of torrid weather denting boxoffice in territory.
Bill Elson and Gilbert Nathanson, circuit owners, have bought site for \$100,000 drive-in at Detroit, Minn., where they own two corrections are constant of the property of the correction of the correction

will operate on own as circuit

serious illness.

North Central Allied continues to attack Paramount in its bulletin, charging unfair treatment of exhibitors and claiming it's selling to smaller number of theatres in Minneapolis territory than any other major company. It disputes claim of Ben Blotcky, Par branch manager, that company has 436 theatres booked with features in this territory for week of Sept. 4.

James Nederlander, manager of Lyce um, legitimate roadshow house, making inquiries regarding 28-day films availability with idea of playing pictures in between legit shows.

M. A. Levy, 20th-Fox branch

probably illegal" and those distributors who claim calling for bids is mandatory are taken to task. Attention is called to the recent opinion of the federal court in its decision in the case of the remaining anti-trust defendants which opinion, it is asserted, upholds North Central Allied views regarding competitive bidding.

Harold Field and Harold Kaplan.

Harold Field and Harold Kaplan, owners of the suburban St. Louis Park theatre, plan second deluxe house in the same area to be called

INDIANAPOLIS

Terry Turnet and Hugh McKen-zie set up "Koseanna McCoy" preem at Circle for Aug. 18 as benefit for Marion County Cancer

Fund.

Hoagy Carmichael here to shoot scenes for Alcorn production, "Johnny Holiday," being filmed at Indiana Boys' School. Bill Bendix, here for last three weeks on pic. making plenty of friends.

Theatres in Muncie, Winchester, Albany, Portland, Redkey and Dunkirk now closed by polio epidemic in northeast Indiana. Exhibitors in towns on fringe of area, particularly Anderson, report more than usual amount of business because of situation.

John Roach, who recently resigned as booker and buyer for Settos chain and manager of its Ohio here, back on old job.

Variety Club's annual golf tour-namount slated for Aug. 29 at Broadmoor Country Club.

Drive-in at Tell City, built by Wille Spears, opened July 25.

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Recurrence of torrid weather denting boxoffice in territory.

Bill Elson and Gibert Nathanson, circuit owners, have bought site for \$100,000 drive in at teriot, where they own two conventional theatres.

E. J. Baehr sold his stock in Home, Theatres circuit to others of group for reported \$150,000 and set to the company has ever released."

Lyc eu m., legitimate roadshow house, making inquiries regarding 28-day films availability with idea of playing pictures in between legit shows.

M. A. Levy. 20th-Fox branch manager testimonial for the company's annual sales drive. This way war on his daughter.

Mrs. Elaine Lund.

North Central Allied continues to wage war on Paramount. In its current bulletin it again trains its current bulletin it again trains its policy is "unfair treatment" of independent exhibitors.

E. J. Baehr sold his stock in Home, Theatres circuit to others of group for reported \$150,000 and state of the company has ever released."

Carl Kemp, formerly Eagle Llon branch manager, joined Realart as salesman in this territory. Meanson while, Joseph W. Goldberg takes

over for firm as salesman in Kentucky and W. Va. territory.

DALLAS

DALLAS

In addition to all the other draws used by the Underwood and Ezell drive-ins, the latest innovation is cageful of monkeys.

The Sunset drive-in at Amarillo sold by Johnnie Blocker to W. O. Bearden, who operates the Trial drive-in here and the Arcadia and Chief at Lubbock.

Texas theatre at Brady formerly owned by Muck Morgan purchased by J. C. Durham, who has taken over active management of house.

The Grand at Happy, Texas, operated by Tulia Theatre Co., leased to Hiram Parks, who operates a group of houses in Amarillo, Lubbock and Brownfield. Wake Luke named manager of Grand.

Charles McGlothlin, treasurer of the Telenews, named acting manager of Interstate's Colonial, with William Gehring, formerly of the Majestic, taking at the Telenews.

"Home of Brave" drew audience of 2,000 at special midnight show for Negroes only at the Majestic in San Antonio. That is about 25% higher than the average attendance for a midnight show.

Mr. and Mrs. Henry Sparks are observing their 34th anni as exhibitors at Cooper. Sparks opened the Grand here with Mrs. Sparks selling tickets, job, she still does. Shi snow selling tickets to grandchildren of her first patrons of early days. Pair operate the Sparks theatre here now.

CHICAGO

Mort Green, rellef manager of Schoenstadt circuit, leaves to take over as manager of the Webster. "Lost Boundarles" set for open-ing at RKO Grand, Aug. 31.

Robert Keiffer elected president of Film Council of America with Edward Stevens as secretary.

Edward Stevens as secretary.

Depositions on anti-trust million dollar action of the Towne, Milwaukee, against majors distribs start this week with Tom McConnell, plaintiff attorney, examing district managers.

Variety Club, Tent 26, holds annual golf fournament Aug. 26.
Chi censor board had a light month in July with 79 pies reviewed. Only one was banned, "Children of Loneliness" (Indie). Tagged adults only are, "Wild Weed," "Tania," "Wild Belle," "Dedee,"

adults only are, "Wild Weed," "Tania," "Wild Belle," "Dedee,"

"Miracle of Life," and "My Life," Although Paramount is still feeding its releases through Balaban & Katz, wholly-owned the alto substitute of the still be still be

ST. LOUIS

Skyway drive-in theatre, near Mattoon, Ill., lighted. Owned by Outdoor Amus. Corp., headed by Rou O'Keefe, H. R. Rissman and M. A. Osborne. It cost \$120,000.

m. A. OSBOTHE. It cost \$120,000.
Turner-Farrar Theatres, Inc.,
Harrisburg, Ill., cut ribbon on new
\$100,000 Wabash, Grayville. Ill.
Several houses in southeast Missourt, owned by Lead Bell Amus,
Co., temporarily shuttered be-

Rialto, Cape Girardeau, Mo, owned by Edward J. Rosecan, Han-nibal, Mo., reopened after face-lifting.

Lee Bunch, former owner of ee, New London, Mo., purchased the Home in Oblong, Ill., from T.

J. Price.
State Senator Edward V. Long,
Bowling Green, Mo., obtained possession of Trojan, Troy, Mo., from
Charles B. Rudolph, who will develop summer resorts in Canada.
Long is new to exhibition.

PITTSBURGH

PITTSBURGH

Shea circuit affiliate formed a new corporation to take over the Penn. House now is known as Shea's-Penn theatre.

Stan Dudleson resigned from RKO sales force to join Republic in Detroit, his home town.

George Josack, until recently a WB manager, joined Columbia as north area sales rep; succeeds Herb Berman who recently transferred to company's Buffalo

ferred to company's Buffalo branch.

Jim Levine, Par exploitation man, resigned after more than 22 years with that organization; was stationed here for long time but recently was sent to the Cleveland

area.
Joe Vandegrift and 20th-Fox parted company after nearly quarter of century; he was a booker.
Bill Zeilor, city manager for Harris circuit, elected commander of Varlety (Club) American Legion

Post.

Ben Stahl, until recently associated with Theatrical Enterprises, established his own business as distributor of theatre games and

KANSAS CITY

KANSAS CITY

Griffith Circuit opened its new drive-ln in Manhattan. Kans. July 20. It's fourth situation in town for this chain.

L. O. Gill resigned as manager of the Beloit, Beloit, Kans. Ted Huntsman moved from Lawrence, Kans., to fill spot.

Monty Wright, house manager for Griffith Circuits' Varsity at Lawrence, Kans. in hospital as result of a car-truck crash near Wamego.

Albert Dezel, head of Albert Dezel Productions, Inc., solid his interest in company's exchanges here and In St. Louis. Walter Lambader, who formerly managed local

nere and in St. Louis. Walter Lambader, who formerly managed local Dezel outlet, acquired setup and renamed it United Film Exchange, John Walsh, former manager, and Nick O'Brien, booker, took over in St. Loo.

DES MOINES

Tri-States Theatre Corp. pointed Bruce Shelton manager clrcult's new drive-in at Duhuque, Ia. Company also appointed summer Redmond, seven years city manager for Tri-States in Falls City. Neb., as advertising manager of circuit. Russ Fraser will handle public relations and newspaper

ads.

A. H. Blank, head of Tri-States
Theatre Corp. and Central States
Theatre Corp. here, bonored at
testimonial dinner July 31 athe
Standard Club. Event was in honor
of his 70th birthday.

BALTIMORE

Exhibitors here are not going to walt for national meetings and nation-wide promotions to stepaul theatre attendance. Almost 100% representation of local nabe and downtown operators have joined together in an ambitious strictly local campaign set to break September taking in an over-all media coverage including newspapers, posters, car cards, trailers, ballyhoo, radio and video. An adagency has been engaged and typical ad copy and promotion plan already approved.



Johnston-ECA

Continued from page 3;

SIMPP and the MPAA. SIMPP is against any negotiations by individuals. It wants all dealings

individuals. It wants all dealings with foreign governments carried on by the State Dept.

While there was no indication from either Johnston or the ECA as to exactly what the MPAA prexy's assignment would be, SIMPP members became immediately apprehensive over the very SIMPP members became immediately apprehensive over the very fact of his presence abroad. They were quick to state that in whatever action he takes overseas, he cannot claim in any way to represent the U. S. industry, since SIMPP will go along on no agreements unless it is consulted every crean of the way.

ments unless it is consuited every step of the way.

In recent sessions with SIMPP prez Ellis Arnall in Washington, Johnston has agreed on the need to enlist the State Dept. in fighting the industry's battles abroad and, as a matter of fact, joined with SIMPP in a protest to the Depart-ment on the British quota, indies ment on the British quota. Indies nevertheless remain highly apprehensive that Johnston will not limit himself to the State Dept. formula and will take any opportunity he can to discuss the situation with foreign biggies. SIMpp feels that by thus taking the problems out of the realm of government-to-government megoliations the Yank industry's case is weakened.

Johnston To Europe In Fall

Johnston To Europe In Fall
Washington, Aug. 9.
Eric Johnston and other members of an ECA advisory board are going to Europe this fall to check public reaction to the way the relief and assistance agency has been operating. ECA Administrator Paul C. Hoffman urged the trip and Johnston said he would be willing to make it any time after Sept. 11, so that the party will probably leave about the middle of next month. of next month

The tentative plans include an initial stopoff at Paris headquarters of the agency with London and Rome also likely to be included.

NEFC Continued from page 7

because it would lessen the chances of anti-trust probing by the Gov-ernment. Move is opposed by many company's sponsors on the

"lacks boxoffice.

"lacks boxoffice."
Flock of top Indie producers have already approached either Si Fabian, NEFC prez, or Samuel Pinanski, board chairman, for backing from the exhib outfit. One top-bracket producer offered to drop his own filmmaking projects and take over Coast supervision of operations. No deals can be made until the company is officially birthed.

birthed.

Another month of preliminary work is likely before the charter is filed. Report will be prepared and filed with the Security & Exchanges Commission as a precaution although the action is not required by law. SEC has 20 days to pass on the charter which should slow filing of papers by that stretch.

M-G's 1st Time Continued from page 7

ability to step up the releasing schedule

schedule. Fourteen films will be released from Aug. 1 to Dec. 31 including two of Metro's top entries for the year, "Battleground" and "Intruder in the Dust." Of the 40 films definitely slated for production during the coming year, 20 are dramatic productions, nine musicals and 11 comedies. Some 30% of these will be in Technicolor. comedies. Some 3 be in Technicolor.

ne in Technicolor. In addition to the 40 scheduled to start Sept. 1, four will tee off during the present month. They are "The Big Hangover." "The Yellow Cab Man." "Devil's Doorway" and "Outriders." "Quo Vadis," epic-proportioned pic planned for Italy, will definitely start during next spring.



JOHNSTON'S EXTENSIVE TRIPS IN NEXT 2 MOS.

Washington, Aug. 9.

Eric Johnston has switched his earlier plans to be in Los Angeles today (9), following a meeting of the directors of Bank of America in San Francisco

Johnston's office said, after the Johnston's office said, after the Frisco session, he would return to Spokane. He will be back in Washington either Aug. 20 or 21, remaining here until he leaves for Chicago for the all-industry public relations meeting Aug. 30-31.

The Motion Picture Assn. of America prexy plans to leave for Hollywood Sept. 8, remaining there until the end of the Theatre Owners of America convention.

Owners of America convention, which he will address Sept. 14. He will return to Washington, leaving here a few days afterward on an ECA mission to Europe.

Film 'Festivals'

Continued from page 4 :

linda" and "Treasure of Sierra Madre." Former, however, won actor Walter Huston a prize for a fine portrayal and sold out at pri-vate showings.

Venice meet opening a With the Venice meet opening a 20-day session tomorrow (Thursday), some seven U. S. films will be shown there. They include 'Snake Pit' (20th, "Three Cabaleros" (Disney), "Belinda" (WB), "Look for Silver Lining" (WB), "Portrait of Jennie" (Selznick), "The Quiet One" (Mayer-Burstyn) and a Metro documentary "The (Mayer-Burstyn) and a Metro documentary, "The Secret Land." Britain is submitting five pictures while some 15 other countries are also participating.

Italy's Prizes

Vittorio De Sica's "Bicycle Thieves" copped a majority of the traditional "Silver Ribbons." Italy's highest film awards, distributed here last week at the Casino delle Rose, Prizes are awarded yearly by a jury of critics designated by the Italian Union of Motion Picture Writers for best activements in Italian pictures. De Sica was adjudged 'best' director. Other encomiums were handed

Other encomiums were nanoeu Anna Magnani for her performance in "Amore;" Massimo Girotti, for his stint in "Il Nome Delle Legge" (Name of the Law), and Giuletta Masina, best supporting perform-ance in "Sensa Pieta" (Without ance in "Sensa Picta" (Without Pity). All these films have been sold to American distribs. Prize for the best foreign film went to "Le Diable Au Corps" (Devil in the

British Set Cannes Pix

London, Aug. 9. Five British features have been rive British reatures have been selected by the British Film Producers Assn. for the Cannes Film Festival which opens Sept. 2. Only four, however, are eligible for the competition and the fifth is submitted under the auspices of the festival.

The four competing films are
"The Passionate Friends," starring
Trevor Howard, Ann Todd and
Claude Rains; "Obsession," di-Claude Rains: "Obsession." di-rected by Edward Dmytryk; "The Third Man." starring Joseph Cot-ten, Valli and Orson Welles; and "The Queen of Spades." directed by Thorold Dickinson and starring Anton Walbrook and Edith Evans.

The non-competing film is Eal-g's "Passport to Pimlico." pro-The non-competing film is Ealing's "Passport to Pimilico", produced by Sir Michael Balcon. In addition, there will be four shorts, including a David Hand eartoon and one of "This Modern Age" series. Anthony Downing has been loaned by the Rank Organization to represent the BFPA at the Cannes Festival.

Edinburgh's Festival
Edinburgh, Aug. 9.
Third Edinburgh Film Festival
gets under way here Aug. 21 with
some 25 countries due to participate in the event. Among the 20
full-length features entered are
Hungary's "Somewhere in Europe,"
The Mirzele," an Anna full-length features entered are Hungary's "Somewhere in Europe," Italy's "The Miracle," an Anna Magnani starrer directed by Ro-berto Rossellini, and "Jour de Fete," which France is submitting. More than a 100 shorts will also be judged during the meet which closes Sept. 11.

Bette Checks Out

Bette Davis checks out of Warners after 18 years on the lot and the completion of "Beyond and the completion of "Beyond the Forest," her 73d picture there. Her contract, which had three years to run, was torn up by mutual agreement.

Decree Appeal

Continued from page 5 one way or the other on the appeal

question.

Two at least of the major theatre-owning defendants are expected to open preliminary negotiations for a settlement with the Government while the appeal problem remains unanswered. Those two are 20th-Fox, already well in preparation for dickering with the D of J, and Metro. Understood the latter company intends sounding operations in the near future. Possible action of Warner Bros. is still unknown.

Warner Bros. is still unknown.
Division of opinion among ali
companies is spotlighted by the
situation at 20th. Understood,
that one of the reasons for the
hurried trip of Otto E. Koegel,
20th's general counsel, to England
last week was to convince Spyros
Skouras, company prez, that an appeal should be pushed. Koegel's
early confab with Skouras was
pressured by imminent negotiations on settlement with the Government. ernment.

Metro 'Exploring

As for Metro, confabs among Nicholas M. Schenck, company president; Charles C. Moskowitz, v.p. and treasurer: J. Robert Rubin, veepee and general counsel, and Leopoid Friedman, secretary and Leopoid Friedman, secretary will be held on the subject of future action. Meanwhile, Metro's top brass sees no harm in exploratory talks with the Government to discover what can be gained by settlement.

Understood that ultimate Cision by Metro would depend on how much the Loew's circuit could salvage by independent operations. Savage by independent operations. That's important, of course, because of the repercussions on the stock of the company. It the chain would be forced by the D of J to divest itself of a large number of houses, settlement efforts would be dropped.

be dropped.

Metroites are convinced, so far as divestiture is concerned, that the Loew's web is immune from attack outside of New York. In the metropolitan area, circuit would be willing to surrender certain subsequent-run houses but would insist on retaining the important first-run nabe theatres such as the Paradise (Bronx) and Valencia (Jamaica). The claim is that these houses do not throttle competition but are entitled to prior run because of their de-luxe nature.

There is only one possibility of

There is only one possibility of appeal by the Little Three—Universal, United Artists and Columbia—attorneys for these companies bia—attorneys for these companies indicated. An appeal may be taken if the trio are banned from acquiring theatres in the final decree. This ban is feared because both the Paramount and RKO consent decrees bar those two companies from selling houses to all defendants including the Little Three. Latter made an unsuccessful effort to knock out this clause during hearings on these decrees.

Three companies want to pre-

Three companies want to erve their future freedom to ter exhibition via showcases right is deemed important enough to warrant an appeal. Otherwise, to warrant an appeal. Otherwise, Little Three lawyers have no big squawk against the court decision.

Par Circuit -Continued from page 3:

bans building new houses if they "unreasonably restrain competi-tion." Question has aiready Question has aiready cropped up because Par has under construction a new theatre in Salt Lake City, it is believed that the D of J is challenging the new circuit's right to the house.

Since the other majors will un-Since the other majors will un-doubtedly be ruled by the same restriction when their divorcement goes through, the D of J is pro-ceeding cautiously. Any ruling in reference to Paramount would be precedental, one way or the other, so far as Warner Bros., 20th-Fox or Metro are concerned. RKO, an-other consent decree signatory, would be affected forthwith.

Problem is considered tough by legalites because the decree does not define unreasonable restraint of competition. Par would like to see a ruling which would permit building of houses in situations where there is a fair proportion of outside competition. It has a number of theatres planned, depending on how the D of J rules. Problem is considered tough by

6,000 Miles Apart, Skourases in L.A. **And London Weigh Appealing Decree**

Officials of 20th-Fox are studying the Paramount consent decree here with the idea of proposing a similar consent document to the Dept. of Justice as a way of ending the Government's anti-trust action against the company. Fred Pride, of the law frm of Dwight Harde. the Government's anti-trust action against the company. Fred Pride, of the law firm of Dwight, Harris, Koegel & Caskey, 20th's attorneys, is on the Coast in close huddles with Charles P. Skouras. National Theatres head, and other top of ficials in 20th's theatre empire.

Twentieth is expected to open negotiations with the D of J as soon as Surges Skouras company.

soon as Spyros Skouras, company prez, and Otto Koegel, general prez. and Otto Roeget, general counsel, return from England. Any settlement, of course, would necessarily involve separation of the NT chain from the parent com-pany since the Federal court has ordered complete divorcement. Whether a deal goes through

ordered complete divorcement. Whether a deal goes through will reportedly depend on how many theatres the new NT chain would be forced to divest. If an advantageous deal cannot be won from the Government. Charles Skouras is said to be insisting on battling the divestiture question before the court.

Twentieth's attorneys have little hope of upsetting the decision on

Twentieth's attorneys have little hope of upsetting the decision on an appeal to the U. S. Suprene Court. For that reason, the negotiations will undoubtedly be pushed with considerable vigor. NT topper, herétofore, opposed previous settlement dickerings unless they insured that his circuit would emerge fairly intact.

20th's Appeal Depends on Skouras

Despite conflicting reports that 20th-Fox might or might not appeal the Government's order to divest its theatres, the company

peal the Government's order to divest its theatres, the company will make no decision one way or another until prez Spyros P. Skouras returns from his current European visit. He is expected back at the homeoffice Monday (15).

Skouras has been in Europe more than eight weeks and the decree was handed down two weeks ago. As a result, he has had no chance to study its legal ramifications with 20th attorneys or with exces of National Theatres, the company's wholly-owned subsidiary circuit. Otto E. Koegel, 20th general counsel, who joined him in London last week to huddle with J. Arthur Rank on a possible 50% buy-in of Rank's Odeon chreuit in Canada, is understood to have taken a copy of the Government's decree with him for Skouras' perusal.

Exces of both 20th and the

Execs of both 20th and the Rank organization in the U. S. re-fuse to discuss the circuit buy-in. fuse to discuss the circuit buy-in. Koegel's report on domestic divorcement will play a leading part in the discussions, since if 20th is forced to give up its theatre holdings in the U. S. a half-interest in the Canadian circuit would insure the company of at least some profits from exhibition. Any money 20th might earn in Canada is resultable. mittable

Skouras, who has covered most of Europe and the Near East on his

Thursday (4) from Stockholm, the same day that Koegel landed in England. Latter is expected to accompany the 20th prez back to the U. S.

Not 'Finalized'

London, Aug. 9.

Twentieth-Fox prez Spyros P. Skouras, here for huddles with J. Arthur Rank on a possible buy-in of Rank's Odeon circuit in Canada, declared the deal will not be finalized before his return to New York. He said negotiations have revolved around 20th's acquiring a minority interest only and are still inconclusive.

inconclusive.

Deal for 20th to buy a West End showcase theatre from Rank is also mastilled but any arrangement would leave control of the house with Rank. Skouras said. Three theatres mentioned as probables are the Odeon Leicester Square, Leicester Square theatre and the Gaumont Haymarket.

Reissue Firm Continued from page 5

ant for the Laffmovie's failure to four features on designated

Under an October, 1948 deal the Under an October, 1948 deal the Rialto asserts it had exclusive rights from Principal to exhibit double feature reissues. This pact allegedly violated, the complaint states, when the defendant turned over "I Cover the Waterfront" and "Saboteur" to the Loew circuit despite the Rialto's efforts to play the films prior to April 1, 1949.

despite the Rialto's efforts to play the films prior to April 1, 1999. Plaintiff also wants \$7,500 damages. Answering the Rialto action, Principal made a general denial and asks dismissal of the suit. For the theatre's failure to play "Waterfront" and "Saboteur" in accordance with an aliegedly modi-fied, agreement Principal, wants agreement, Principal wants 00 damages. Baim of \$10,874 \$10,000 \$10,000 damages. Baim of \$10,874 is additionally sought for the house's failure to screen four other films on designated dates.

Both suits came to light this week when motions were made to examine Principal's president before this.

fore trial.

20th's Willingness

Continued from page 3 Yank distribs then charged that

Yank distribs then charged that Rank's lesser product was riding the coattails of strong American features in double-bills. These British pix, it was then charged, were collecting the bigger rental slice although the American pix packaged with them were the chief patronage-pullers.

Twentieth, which owns a slice of British-Gaumont, has always been on close terms with Rank. Reportedly. Spyros Skouras, 20th's prez, talked abandonment of the rule during his huddles with Rank last week.

New York Theatres



Rope of Sand EX BENEK PARAMOUNT

RADIO CITY MUSIC HALL Reckefeller Center
GARLAND • Ven JOHNSON "IN THE GOOD OLD SUMMERTIME"

THE LOUIS DE ROCHEMONT "Lost Boundaries" BEATRICE PEARSON
MEL FERRER
FILM CLASSICS RELEASE inned ASTOR B'way &

IDA LUPINO PRESENTS "NOT WANTED" GLOBE, B'way & 46th St.

DAN DAILEY - ANNE BAXTER YOU'RE MY EVERYTHING'

A 20th Century - Fox

Technicolor On Variety Stage-Bob CROSBY - Sid STONE

-ROXY 7th Ave. 4 -

(Fifth in a series dealing with the Schwerin System's findings on each of 17 leading types of pro-grams and commercials in what is prams and commercials in what is probably the most comprehensive effort yet made in qualitative radio research.)

When the Schwerin System first When the Schwerin System first began testing sponsored programs, many people in the broadcasting trade were sure there were some types of shows that qualitative re-search wasn't equipped to study. News programs were high on the list.

list.

Now, three years later, these doubters are proved wrong by the number of top news programs that have been tested to the complete satisfaction of those concerned with putting them together. Some leading ones have sought repeated checkups after viewing initial results—one major news show has had about 25 editions tested to date.

Research naturally doesn't in-vade the newscaster's province of choosing what storics to broadcast. Where it does help is in determin-ing the best format, methods of presentation, degree of emphasis in terms of time, and the like.

terms of time, and the like.

In other words, research recognizes it has no right to suggest how much "good" or "bad" news should be presented; if it did make such suggestlons, it would and should be thrown out on its ear. But the Schwerin System has demonstarted again and again that depressing items can gain either high or low interest, depending on program format and presentation method. In orienting test audiences, Schwerin's Test Director Bill Back and his assistants carefully under-

In orienting test audiences, Schwerin's Test Director Bill Back and his assistants carefully underline that it is interest in the item rather than liking for what took place that's being probed for. The consistency of results from test to test reveals that listeners make this distinction accurately.

Further proof is found in the fact that items bringing bad tidings are often among the highest-scoring ones tested. An example was the effective handling of the Effingham hospital fire story earlier this year by "News of the World." It contained harrowing accounts of eye-witnesses recorded on tape and reached the very high score of 90 (100 would be a perfect score, meaning everyone in the audience was interested by the items though naturally no one "liked" to hear of this disaster.

Think Twice About Tape

of this disaster.

Think Twice About Tape
Though there have been standout exceptions like the one just
noted, Schwerin concludes from a
mass of evidence that one major
fault of news programs today is
their procecupation with recorded
interviews, accounts, speech fragments and miscellaneous sounds.
Poor recordings early in a newscast have many times greatly lessened interest in the rest of the
show. In most cases, far more
(Continued on page 42)

ABC Adds an Addenda To 'Come on In' Policy In Bid for Small Clients

A further development of ABC's "make way for smaller advertisers" formula is a new policy of permitting local outlets to sell spot announcements in its cooperative programs, starting Monday (15). Murray Grabhorn, vecpee in charge of owned-and-operated stations and co-op shows, feels the strategy will get its affiliates more national spot revenue.

According to the new policy, the Martin Agronsky newscast will be opened to 18 spots per week, while several other cross-the-board shows will have room for 15-per week Included are two Sunday shows, Edward Arnold's "Mr. President" and "Piano Playhouse," each of which will be able to take two announcements per broadcast.

Grabhorn's strategy is to appeal to the sponsors who are unwilling or unable to commit themselves to costly programs and heavy national network schedules, but who find it A further development of ABC's

or unable to commit themselves to costly programs and heavy national network schedules, but who find it desirable to use more selective radio advertising. The new setup it's felt, will permit these backers to pinpoint their expenditures in the markets they want.

Radio's Wiley Memorial

Chicago, Aug. 9.
Chi Radio Management Club last
week (3) presented a plaque marking the formal dedication of the
Margaret Wiley dormitory of the
Off-the-Street Club here.
Funds for the building were donated by the radio industry at large
in memory of the late J. Walter
Thompson agency time buyer.

Spalding Scrams WNEW Tennis As No 'Love Match'

A. G. Spalding has torn up its contract with WNEW, N.Y. to sponsor the national professional tennis matches over the indie Aug. 26, 27 and 28. Reason for the move is reportedly that the station refused to delete a surcharge clause from its contract, which protects the outlet against losses from spots which have to be nixed. Situation points up anew the complaint of several stations which take-sports that they're losing revenue from cancelling commercials to make way for the play-by-plays.

that they're losing revenue from cancelling commercials to make way for the play-by-plays.

WNEW, which takes very few athictic shows, has aired the court games from Forest Hills for the last three years, always including a clause requiring the sponsor to pay for spots it couldn't move into other periods. Sponsor signed the pact earlier this year, according to trade sources, but last week asked the station to strike out the surcharge clause. The station refused to do this, saying that the contract had already been signed and its losses might run up into a sizable figure. The sporting goods firm each year builds a tennis network for the Davis Cup and professional for the Davis Cup and professional championship games, and uses WQXR and WNEW in N. Y. This year only WQXR will be used in Gotham. Six other cities are also

DAYTIME 'CINDERELLA'

"Cinderella Show," originally skedded for broadcast on WMCA, N. Y., from midnight to 2 a.m., has been shifted to the noon to 2 p.m. slot. Starting date has been postponed from Aug. 15 to Oct. 3, carliest date on which the indie can clear time. clear time.

Program gives prizes to women hose feet fit a glass slipper in ach sponsor's store.



KLZ News Editor CARL AKERS

News writer and announcer, Carl Akers is one of the reasons why KLZ's popular "Voice of the News" broadcasts are a must for Rocky Mountain listeners.

KLZ. Denver.

McFarland Bill **Revamping FCC Passes Senate**

The Senate today (Tues.) passed the McFarland bill to speed up Federal Communications Commlsslon work raise salaries of members and top staffers and give the Commission "cease and desist" authority. The measure now goes to the House. It is the first plece of legislation affecting the FCC which has gotten through either house in 10 years.

The bill raises salaries of com-missioners from \$10,000 to \$15,-000 and provides for a reorganization of the federal agency along the lines of a panel system. This permits minor actions to be handled by staff members, freeing the commissioners for more Important policy decisions.

Each commissioner would be permitted to hire a legal assistant at \$10,000 per year, which would help speed up FCC procedures. The bill also prevents the commission from instituting anti-trust procedures on its our

Boycott Seen Likely on Chi Dailies' **New Policy on Paid Radio Listings**

Chicago, Aug. 9.
Radio and tele stations here are taking a "wait and see" attitude towards the decision of Chi newspapers to bill them for sponsored listings on the radio pages. According to some of the station spokesmen, the lag might well turn into a boycott.

The Trib is starting the parade towards greater ad revenue Sept. 6, when they are "accepting" sponsored listings on a three-line minimum and 14-line maximum basis, with the longest paid listings getting the top spot in each time period. The Daily News starts its drive Sept. 12 on the same technique, and the Sun-Times figures its starting date about the same time.

Bute cards have already been is.

inique, and the Sun-Times figures it starting date about the same time.

Rate cards have already been issued by the Trib ad dept. to stations, agencies and radio-tele adtions, besides what they term "a greedy attitude" on the part of the papers, is that their isitings have to be submitted so far is in advance of date of publication. Thursday listings have to be submitted the preceding Friday, a deing of six days, while there's a inhe-day deadline on Sunday listings.

One station spokesman pointed out that if the stations can hang together on the "not one cent for tribute" policy. Host one ten papers to backtrack on their administration in the papers is the appress to backtrack on their administration of a station insider to "watch the Herald-American." That paper is the only Chi newsheet that doesn't carry a regular adio-TV column in line with a Hearst policy here to "tolerate radio-TV column in line with a Hearst policy here to "tolerate radio-TV column in line with a mine-day deadline on Sunday listings.

One station spokesman pointed out that if the stations can hang together on the "not one cent for tribute" policy. Host one radio to the red out that if the station scan hang together on the "not one cent for tribute" policy. Host one radio to the redio-ward to the papers to backtrack on their administration to the papers to do the papers to shard tradio-ward tradio-

erate on a maximum of 48 hours between placing and publication, get greater courtesy than the ra-dio listings. "What happens to last minute kills and inserts?" he

last minute kills and inserts?" he asked.

Smaller Chi statlons, such as the FM's and indie AM's, figure they're going to be the victims of the "squeeze play." The main bulk of their accounts are medium and small advertisers who will kick at any stretching of the ad budget to include paid listings, and the stations themselves figure they're operating on such small margins now that any added financial strain will kick them over to the red column.

Several vet radio observers have pointed out that if the stations can

The New Fashion in Prices

NBC has drawn up a price list for its flock of newly-developed sustainers and it reveals the "new thinking" on what the traffic will bear today for network programming. With such singular exceptions as Dean Martin-Jerry Lewis (\$10,000), Eddie Cantor (\$9,000) and James and Pamela Mason (\$8,000), most of the shows on the NBC availability list come within the \$2,000 to \$4,000 bracket. Here's the list:

	Price
Archie Andrews (currently sponsored by Kraft)	\$2,500
Chicken Every Sunday (Billie Burke & Harry Von Zell)	4,500
Richard Diamond (Dick Powell)	 5,000
Dragnet	4.000
Dr. Paul (daytime 5 per week)	 2.400
Four Star Playhouse	8,000
*Halls of Ivy (written by Don Quinn)	5.800
Hollywood Calling (one-half-hour)	7.500
Martin and Lewis Show	 10,000
James and Pamela Mason Show	8.500
Ethel Merman Show	7.500
Frank Merriweli	1,900
My Good Wife (Arlene Francis & John Conte)	5.000
*Post Office Box 33 (Eddie Cantor)	9.000
Silent Partner (Faye Emerson)	5.000
One Man's Family	4.000
Radio City Playhouse	3.500
Thanks for Tomorrow (daytime 5 per week)	2.500
Tree Grows in Brooklyn	4.500
Voices and Events	1.900
Who Said That?	 3.000
4 N. 4	

* Not on vet.

Barry Gray's 8-Wk. Stint

Barry Gray has been signed by WOR, N.Y., for an eight-week run on the station he left two years ago. Gray will start on Scpt. 4 during his two-month vacation from WMIE, Miami.

Irom WMIE, Miami.

Gray is under contract to WMIE until April 15, 1950, with WOR having an option on his services after that date. He'll return to the Miami station around Nov. 1 to complete his obligations there. Gray would join WOR upon expiration of his WMIE pact. Gray. who Is represented by Jaffe & Jaffe, also has a WOR-TV tiein deal.

Johnson & Johnson Taped Out as WNYC Airs Com'l 'Life' Series

Unusual situation of a non-commercial station taking a sponsored program develops when WNYC, New York's municipal outlet, alrs transcriptions of the Johnson & Johnson airer, "It's Your Life." However, WNYC will deiete all plugs and mention of J&J.

plugs and mention of J&J.

"Life." which is heard only on WMAQ. Chicago, has an impressive list of awards in the educational field to its credit and the Gotham station is airing it as a public service. Series is a documentary using tape recordings and subjects include "Birth of a Baby," featuring interviews with a mother in labor, as well as broadcasts on juvenile delinquency, sex education, blue babics and industrial accidents.

WNYC will carry the program on Sundays at 9 p.m. starting Sept.

WNYC will carry the program on Sundays at 9 p.m., starting Sept. 4. Deal was arranged with J&J prexy George F. Smith and Ben Park, of the Chicago Industrial Health Division, producer-director of "Life."

of "Life."
Station is developing a policy of picking up worthy stanzas not available to Gotham. It is now skedding MBS' "Northwestern U. Reviewing Stand," which WOR is unable to take because of commercial commitments. Deal may also be set for WNYC to take NBC's "Chicago Round Table," which WNBT airs by transcription on Saturday afternoons or late Sun-Saturday afternoons or late Sun-day nights.

'LUX' RETURN CUES **CBS SHOW SHIFTS**

With "Lux Radio Theatre" reestablishing itself in its Monday
night 9 to 10 CBS berth, starting
Scpt. 9, the two summer half-hour
Monday occupants move to Friday
night. Joan Davis, currently in
the 9 to 9:30 Monday period, takes
over the Friday, 9-9:30 time, under Roi Tan Cigar sponsorship,
while the Abe Burrows sustainer
shifts from Monday, 9:30, to Friday, 9:30. Thus the Burrows-Davis
bracketing will continue.

Shifts pose a problem on where
to slot the hour-long "This Is
Broadway," now occupying the Friday, 9 to 10 slot. It's likely that
it will be moved to a late Sunday
night period. With "Lux Radio Theatre" re-

NBC Coast Lament: Oh, for the Good **Old Summer Days'**

Hollywood, Aug. 9. Now that NBC is up to its proverbial neck in production, with the

major accent on Coast originations. the network boys are yearning for the good old days. As, for example, last summer, when but one web sustainer emanated from Sunset and Vine, premitting for the golf course, swimming pool breathers to which the radio fraternity have become accustomed.

become accustomed.

In contrast, however, this summer finds no less than 10 NBC packages riding the coast-to-coast kilocycles from the NBC Hollywood studios. And, on the basis of program boss Tom McCrav's plans, there are a flock of others in the offing.

What the picture will be like in the fall, with the end of the commercial hiatus, is anybody's guess. NBC wants to keep on the good ones, even if it means paring them down to three, 20-minute stanzas to fill each hour of time. And the emphasis is on Interesting clients in switching to NBC-produced shows. Which sounds like the golf course honeymoon is over—for keeps.

Yankee Stubbornness Yields to FCC on Sale Of WAAB and WMTW

Of WAAB and WMTW

Washington, Aug. 9.

Yankee Network last week gave up the Idea of trying to persuade the FCC to okay the sale of two of its stations under a rental deal based on gross billings. The web requested permission to file a new application to sell WAAB in Worcester, Mass., and WTMW in Portland, Me., to Radio Enterprises, Inc., on a fixed rental basis.

A previous arrangement to transfer the stations to Enterprises under a five-year rental agreement plus 25% of the gross in excess of \$12,000 a month was rejected by the Commission on grounds it would give Yankee a stranglehold on the lessee. The agency had ruled it could not approve a transfer which required the stations to operate at a profit if Yankee were not to take a loss on the transaction.

Yankee is now prepared to as-Yankee is now prepared to assign the outiets on a three-year lease at a flat rental of \$40,000 per annum, with an option for two successive three-year terms. Enterprises would have the privilege of purchasing the equipment, after six years, for \$50,000.

Doubleday's 'Top Tunes'

Doubleday & Co. will sponsor "Top Tunes" when the cross-the-board record strip returns to WOR. N.Y., Aug. 15. Sidney Waiton spins the disks.

Huber Hoge & Sons is the

NBC'S 'SPLIT PERSONALITIES'

CBS' 6.9 Plus; NBC's 5.5 Minus

First six months' gross time sales for the four major networks finds CBS leading the pack, with a 6.9% gain in estimated billings over the corresponding period last year, while NBC is 5.4% under the first half of '48. ABC just about holds its own with 0.3 plus for the six-month stretch (flock of cancellations won't show on the books until the fall), while Mutual, also hard hit, is 11.7% below the '48 figure.

Columbia's June billings (\$5,409.150) are 12% higher than June of '48, while NBC's \$5,268,179 is 7% under the June mark of last

June Gross Time Sales

								(1	Εs	st	i	m	a	te	ec	l)					
Columbia		 				 														\$5,409,150	+12
NBC		 																		5,268,179	- 7
ABC																					- 3
Mutuai .		 				 														1.403,880	-12
				,	-							^									

For First Six Months

(Estimated)

Cojumbia	\$33,605,205	+6.9
NBC		- 5.4
ABC	22,465,161	+ 0.3
Mutual	10.279,274	-11.7

Sarnoff's Credo: 'Forget About Me And Grab the Coin,' So Comm'l Sticks

NBC found itself in a dilemma last week and it took no less a personage than the Boss Man him-self. RCA board chairman Davis Sarnoff, to ease the network out of an awkward situation.

of an awkward situation.

NBC had scheduled Herbert Hoover's 75th anniversary address for airing tonight (Wed.), but as a delayed show, since otherwise it would have meant cancelling out the Henry Morgan Bristol-Meyers commercial. ABC then came through with open time and scheduled the Hoover talk live. Ditto CBS, where it meant only cancelling out the sustaining pickup of the Lewisohn Stadium concert. Mutual then got into the act, with a 60-minute delayed pickup. That put NBC in fourth position, with a late night rebroadcast.

The irony of the situation is that Gen. Sarnoff was booked in to introduce Hoover. When Sarnoff Gen. Sainoff was booked in to in-troduce Hoover. When Sarnoff agreed to the intro honor, NBC took matters into its own hands and cancelled out the Bristol-Meyers show in order to carry the Sarnoff-Hoover teamup on a live

Dasis.
The clincher came, however, when Sarnoff, apprised of the situation, recinded the cancellation.
"We'd rather have the dough; don't cancel any commercials, no matter how many speeches I make", he reportedly told the network brass.

Drass,
Result is that Sarnoff gets the delayed broadcast treatment on his own web, while the rival CBS and ABC carry him live.

Standard Oil (N.J.) **Eyes Kostelanetz**

Standard Oil of New Jersey, which cancelled out of sponsorship of the Sunday afternoon New York Philliarmonic concerts on CBS as an economy move, which represented a budgetary item in excess of \$1,000,000 a season, has apparently reconsidered, and wants "in" again on a musical program again on a musical program.

Stoki's Dilemma

NYC, N. Y., got a letter last week from a North Greenwich (Conn.) listener, asking the name of the conductor and orch on a recording of Debussy's "Soirees en Granada" which the city-owned station had aired.

Request came from Leopold Stokowski

Sealtest to Slot Dorothy Dix As **NBC Soap Opera**

Kraft and Sealtest will again show up on NBC back-to-back but daytime instead of night. Sealtest is taking over the 10:15-10:30 a.m. strip (Kraft has 10 o'clock), and plan is to install Dorothy Dix in the time segement, but reconverting the present format into a daytime serial.

Sealtest presently sponsors Dorothy Dix on ABC in the 1:45-2 p.m.

othy Dix on ABC in the 1:45-2 p.m. period and present thinking is to showcase the readapted show on both networks until the ABC contractual commitment runs out. Originally there was talk of Sealtest picking up the NBC "Thanks for Tomorrow" sustaining serial for the 10:15 time, but the company has rejected this idea in favor of the new Dorothy Dix format and switchover.

NBC LIKES PM'S SMOKE RING BRAND

NBC is pitching up the 11 to 11:15 a.m. segment to Philip Moragain on a musical program.

However, if SO of N. J. does embrace network programming again, it will probably be on a split network a morning sellout, now it will probably be on a split network basis covering the eastern states, with an approximate \$600.000 celling on time and talent. Company is eyeing the Sundavafternoon 5-5:30 period on CBS and at the moment is seriously considering a musical show built around Andre Kostelanetz. An audition record is expected to be cut within the next few days.

NBC pitched up Arturo Toscanini and the NBC Symphony Orch, but Standard Oil wasn't interested in that cut kind of coin outlay. (Symph summer series is sponsored by U. S. Steei, but without Toscanini).

Kostelanetz has been missing as a network presenting of a plum.

Erwin-Wasey is the agency. ris for cross-the-board sponsorship.

TWO SETS OF TOP ECHELON?

The possibilities stemming from the NBC administrative reap-praisal being mastermind by the firm of Booz, Allen & Hamilton has stirred new conjecture within the NBC organization during the past week

As the deadline approaches for final action based on the wholesale siftings being undertaken, major interest centers on the far-reaching consequences of the projected "NBC split personality" blueprint consequences of the projected "NBC split personality" blueprint and how seriously the complete divorcement of AM from TV will affect the top administrative brass.

For example, the question has been raised in some quarters, in the event of a National Television Co. as a distinct entity from the

Divorce vs. Taxes

Divorce vs. Taxes

The Booz, Allen & Hamilton survey of the NBC administration now in its closing stages, which is expected to result in a divorcement of radio from television, poses a tax problem for the network, should it fall in with the proposal for split operations. If, as some believe, NBC finally rejects divorcement and runs AM-TV as a single corporate setup, it's the tax factor that would probably be the clincher. It's no secret that the current video losses (and that goes not only for NBC, but right down the line where, basically, one company is involved), are being written off from radio profits. But once NBC television and NBC radio are on their own, those AM taxes will still be around—but those TV losses will be strictly

National Broadcasting Co. (which now looms as a foregone conclusion), will the split down the middle be so drastic as to leave Niles Trammell presiding over the AM dynasty, with another personality moved in as the video prexy?

By the same token, some of the network officials are asking, will the B A & H "Operations: NBC" blueprint split up the press, promotion and sales divisions so as to invite TV execs on a parralel level with Syd Eiges, veepee of NBC press; Charles Hammond, veepee promotional braintruster, and veepee Harry C. Kopf, the web's No. 1 sales administrator. pee Harry C. Kopf, sales administrator.

ales administrator.

Sentiment appears to be that if
the Trammell presidency is ex-(Continued on page 42)

R. R. HOUR STILL RUNS, BUT WITH 200G LESS

The Assn. of American Railroads, which sponsors the "Railroad Hour" Mouday nights on ABC, has decided in favor of continuing in the fail, half-hour, rather than 45-minute program. Gordon MacRae will continue in the top singing role. Change in format is scheduled to take effect in the fail.

Association is cutting back to the

uled to take effect in the Ian.

Association is cutting back to the tune of about \$200,000, with ABC taking the major rap on loss of 15-minute billings.

Benton & Bowles is the agency.

Why Be Halff Safe!

NBC's \$5,000,000 Show Packet to Be **Unveiled at Greenbriar Convention**; Bids Clients to 'Discard the Old'

The New Treatment

In line with NBC's new policy of concentrating on individual personalities for a big-time building a dovetalling ong-time building a dovertaining of program, press, promotion and recording activity, the network is getting ready to "spring" Mindy Carson, singer currently at the Copacabana, N. Y. nitery.

Similar to the treatment recently accorded Dennis Day

cently accorded Dennis Day thought in his case it involved trinoignt in his case it involved an establish personality. NBC will give Miss Carson lots of hoopla in prepping a half-hour radio show for her, with a dayand-date RCA-Victor release, and all-out publicity and promotion.

Looks Like Pot Of Old Gold Coin On NBC Horizon

The Old Gold-sponsored "Original Amateur Hour" (both the AM and TV versions) is still going through the throes of multiple checkerboard maneuvers. When the smoke clears away, it's likely that NBC will cop both the radio and television billings away from ABC and DuMont, respectively.

The hour-long radio version, heard Wednesday nights on ABC during the past season, has just been shifted to Thursday nights on the same network (pitting Old on the same network (pitting Old Gold in competition with its ABC-TV "Stop the Music.") Now NBC has stepped into the picture and has offered OG the Friday night 8 to 9 hour for the AM editlon. Negotiations are still going on. Switchover would mean a hefty billings loss for ABC.

There's still some uncertainty as to how the TV "Original Amateur Hour" situation will resolve itself. At the moment it's scheduled to switch from DuMont to Tuesday night 9 to 10 on NBC in November. Originally, OG dickered for Monday night on CBS, but the latter web was unable to clear all the stations. Same situation now applies to NBC, with DuMont stepping in and grabbing off Erie, Buffalo and Rochester TV outlets for the Tuesday hour, blocking a through cable to Chicago. Gold in competition with its ABC-

DE SOTO MAY BECKON TO 'H'WOOD CALLING

Plymouth - DeSoto dealers, who sponsor the CBS "Hit the Jackpot" show, apparently are sold on giveaways. Auto dealers association ls now mulling picking up the tab on a half-hour of the 60-minute new NBC "Hollywood Calling" show. Other half of "Hollywood Call-ing" has already been sold to Gruen Watch Co.

San Antonio.

Editor, VARIETY:
You're slipping!
In the good old days, the heading for the letter written by Manny Manheim and printed on page 25 of the Aug. 3 issue would have read. "Manheim Measures Maynerad. "Maxon Day" celebrated with a "Maxon Day" cele

NBC promises a "hot agenda" for its upcoming convention (Sept. 7-11) at Greenbriar, White Sulphur Springs, W. Va., with the No. 1 spotlight grabber the revelation that it is ready to spend \$5,000,000 within the span of a single year to carry out prexy Niles Trammeil's promise of "bigger, better and fresher shows."

Trammell will fell how, since he initially set forth before the NBC affiliates at the Chicago powwow six months ago the ambitlous programming plans for 1949, NBC has already splurged to the tune of nearly \$1,250,000 in a new bld for dominance.

Trammeil will also set before the convention the impressive list NBC promises a "hot agenda

nearly \$1,250,000 in a new bld for dominance.

Trammeil will also set before the convention the impressive list of projected airers and those aiready "packaged and ready to go," including Eddie Cantors "Post Office Box 33;" the Mary Martin-Erio Pinza vehicle: Don Quinn's "Halls of Ivy:" the "Senator Claghorn Show;" the Hank Ladd show: Phil Foster's "Inside Brooklyn;" Frances Langford's "Just Bridget;" Douglas Fairbanks in "The Silent Men" (based on State Dept. stories), a new Claudette Coibert show, and the upcoming Eddle Albert cross-the-board morning program.

The convention will also be apprised of the web's contemplated time-table "face lift" designed to break away from traditional half-hour and quarter-hour slotting to permit for 20-minute formats and other flexible program ming schemes.

The \$5,000,000 program blue-print, inspired by NBC's "do-some-print, inspired by NBC'

Agencies' Toughie: **Pleasing Everyone**

Figured among the most head-ache producing, toughest-to-handle accounts in radio programming are those involving combined sponsorship of utility operations, such as the Assn. of American Railroads, Electric Power Cos., etc. Sometimes the agencies wonder if it's worth all the trouble.

Handling the railroad combine, for example, presents more than its share of woes for Benton & Bowles. On a recent stanza of the musical show, one of the lyrics made mention of the Santa Fe. The other railroads involved in the sponsorship let out a squawk that Figured among the most head-

sponsorship let out a squawk that could be heard in Atcheson and

could be heard in Atcheson and Topeka as well.
Similar "sensitivities" have periodically cropped up with the same client, and N. W. Ayer, which handles the Electric Cos., is reportedly alerted to the same watchfulness on script continuity.

The Phila. Story

Philad. Stury

Philadelphia, Aug. 9.

The city is telling its role in American history to the nation this week, via WCAU and the CBS network. A series of five afternoon broadcasts, beginning today (Tues.) and continuing through Saturday, will present through interviews a group of prominent locals and authorities on Philadelphia matters.

ters.

The series was conceived by WCAU and the interviewers are Norris West and Dwight Cooke, of the station's public affairs department. The programs go on daily from 4:45 to 5 p.m.

Top of the Dial' Woes Pile Up For N. Y. Times' WQXR; New Protests Washington, Aug. 9. Liquor? Yes & No! Liquor? Yes & No! Local stations are about stations began corrections to the fort wayne and eagle eye to protect its

New York Times' WQXR is keep ing an eagle eye to protect its 1560 kc signal from interference by new stations near the top of The Times is not only the dial. worried about losing listeners to

the dial. The Times is not only worried about losing listeners to its present 10 kw operation but also to its proposed 50 kw facility which is pending before the FCC. Last week, WQXR protested to the Commission against its recent grant without a hearing of a 1 kw daytimer in Fitchburg, Mass., which will use the 1580 kc frequency. The Times claims its listeners in this part of the country will be unable to tune in WQXR because of the Fitchburg outlet and that it is entitled to protection against interference under its status as a Class I-B station. It submitted engineering evidence that the Fitchburg station would cause interference in a rural area having 15,700 people. With its proposed 50 kw power, an area of 21,000 people would be affected. The Times petition to the FCC said the authorization to Fitchburg is "contrary to law" in that it results in "real, destructive and ruinous interference" to a substantial portion of WQXR's service area now free of interference. The FCC action was further characterized as resulting in "an arbitrary curtailment and reduction" of the service areas which WQXR proposes and expects to serve, thus depriving it of proper consideration under the Communications.

Therefore, WQXR requested the Commission to reconsider the

Therefore, WQXR requested the Commission to reconsider the authorization to Fitchburg and hold a hearing in which it is made

a parly.

Recently, The Times attempted to prevent the Commission from allowing WPTR in Albany, N. Y., to commence operations with 50 kw on 1540 kc. The U. S, Court of Appeals of the District of Columbla refused to grant a stay order on WQXR's contention that it should be protected from interference. Previously, the Commission held that only a small number of WQXR listeners would be affected.

Arbiters to Rule On Tape for Hope

Los Angeles, Aug. 9.
Arbitration on the issue of taping the Bob Hope show next season comes up for hearing tomorrow (10) at offices of American Arbitration Assn. Charles Luckman, prexy of Lever Bros., sponsor of the Hope session, has contested the right of Hope to tape record his shows and efforts at a compromise failed. Hope insists on taping so he can travel the show.

Both sides had made concessions, Luckman giving in on five tapes in each 13-week cycle but Hope held out for more.

GARRY MOORE SIGNS FOR DAYTIME STRIP

Garry Moore has been signed by CBS for a five-a-week hour day-time strip starting in late September. It marks his return to the type of show which first brought him to the attention of Coast producers and resulted in his long association with Jimmy Durante and later as successor to Phil Baker on "Take It Or Leave It" and "Breakfast in Hollywood."

Show will be sold in segments to participating sponsors.

ALLIS-CHALMERS STICKS

ALLIS-CHALMERS STICKS
Chicago, Aug. 9.
Allis-Chalmers has renewed National Farm and Home Hour on NBC for the fifth year, starting Sept. 10 for 52 weeks. Vet agriculture show has been aired over the net since 1928.
Account was sold here by NBC central division through Bert. S. Glittins agency. Milwaukee. No change in time—farm show stays at 12 (noon) Saturdays.

Local stations are about equally divided on the ques-tion of accepting liquor adver-tising, with slightly more than tising, with slightly more than 50% against taking the spirit biz at present. Hesitancy was reported by the National Assn. of Radio Station Representa-tives, which polled its mem-bers on the attitude of the out-

bers on the attitude of the outlets they service.

Most stations declared that they were finding it difficult to make up their minds, wanting further talks with other broadcasters in their cities and states. A large number of those saying that they wouldn't accept the alcoholic accounts say they wouldn't want to be the first to break the lee, but might later go along with the tide if hard liquor advertising became a widespread radio practice.

Almost all stations said that

Almost all stations said that Almost all stations said that if Ilquor commercials were accepted, they would be aired only after 10 p.m. and that copy would have to pass a critical test.

Free Gasoline Offer On WJBK Throws 100,000 Det. Phones Out of Order

Detroit, Aug. 9.

The greatest instantaneous response by a Detroit radio audience in recent years occurred Friday (5) following an announcement by WJBK disk jockey Ed McKenzie, known as Jack the Bellboy.

Announcement threw 100,000 phones out of order, according to the Michigan Bell Telephone Co. The station complied with a Michigan Bell request that it urge its listeners to stop calling.

This is what happened:

At about 4:30 p.m., Jack the Bellboy played, in succession, five types of singing commercials used to advertise Speedway gasoline. He asked his radio audience which type they liked best.

As an inducement to get audi-ence reaction, he said the first 100 persons calling and giving their opinions would be given five gal-lons of gasoline free.

lons of gasoline free.

The Bellboy gave the telephone number just once and announced the offer of free gasoline just once.

Within minutes, Michigan Bell phoned WJBK demanding to know "what the heck you are trying to pull." A telephone spokesman explained that 10 exchanges each serving 10,000 telephones were out of order. He said whenever 200 or more calls are received simultaneously by any one exchange, it just blows a fuse or something.

Right after talking to telephone

Right after talking to telephone officials, manager Richard Jones got a call from a paint and glass firm wanting to know whether "WJBK was trying to ruin our business."

business."

Many of the Bellboy's listeners transposed the first two digits of the number he gave them and flooded the paint firm with calls.

The Bellboy stopped a record he was spinning and asked his listeners to stop calling, explaining that the first 100 calls had been received and that Michigan Bell had requested the whole thing be called off.

TEXAS WEB TO REPORT STATE OF THE STATE

Austin, Tex, Aug. 9. Gov. Allan Shivers has accepted an invitation of WFAA, Dallas, to make his first report on the status make his first report on the status of the State government through its facilities and that of the Texas Quality Network. Other outlet to carry the airing include WOAI, San Antonio; KPRC, Houston; KRIS, Corpus Christl and KVAL, Brownsville.

Airing is scheduled for Wedner.

Brownsville.
Airing is scheduled for Wednesday (10) for a quarter-hour but arrangements have been made to allow the Governor to finish if not through at the Quarter hour.

Seek Fort Wayne Merger

stations began operations in the fall of 1947.

fall of 1947.

Sale of all outstanding stock of WKJG was completed July 30, at undisclosed terms. Plans for future operations, subject to FCC approval, provide for a merger of the two stations, broadcasting from the WKJG transmitter.

Spot Biz Wilts In Summer, But Fall **Prospects Bright**

slump in summer spot business for the first time, but fall prospects are good and by next year the broadcasters will have found ways of counteracting the warm-weather seasonal dip. According to T. F. Flanagan, head of the National Assn. of Radio Station Representatives, the current mid-year drop in spot billings is due to the fact that the American economy is getting back to normal with resulting seasonal swings in business activity. "Before the War," Flanagan said. "there was a seasonal June-August decline, but radio advertising was growing so rapidly that the volume of sales in one summer usually exceeded the previous summer's. During the war many factors eliminated the seasonal variations and in the three summers following broadcasters will have found ways

in the three summers following 4945 the sellers' market also tended to flatten out the seasonal business curve."

Now, however, with a more nor-Now, nowever, with a more nor-mal demand situation and lower warm-weather sales in many lines of business, radio will also be af-fected by seasonal trends, Flana-gan feels.

"But that doesn't mean that the dips can't be counterbalanced," the NARSR topper told VARIETY. "There are many fields which can be tapped for good summer spot business, notably resorts, travel agencies, ice cream, beverages, sun tan lotions and the like. Recognizing that there's a midyear tendency for spot business to decline, stations and their representatives will make special efforts to bring in this additional income. Besides, there are many advertisers who are learning the advantages of summer advertising and the enormous audience for automobile, portable and summer colony radios."

NARSR conducted a study on

summer colony radios."

NARSR conducted a study on summer listening which reports that the only important drop in ratings occurs on the "spectacular big shows." Programs which remain on the air around the calendar are not affected by the drop, NARSR found. NARSR found.

Fall spot prospects are very favorable. Flanagan says, with inquiries for accounts such as cold remedles reported very large. He estimates that spot billings for the last four years of '49 will be from seven to 10% ahead of the same period last year. period last year.

CBS, IBEW PACT **COVER SEVEN CITIES**

CBS and the International Brotherhood of Electrical Workers inked a one-year pact last week covering the network outlets in New York, Boston, Chicago, Los Angeles, Minneapolls, St. Louis and San Francisco. Terms applying to N. Y. and L. A. employees gave a \$3.50 weekly wage boost to technicians with five-year or over employment record and \$2.50 hikes to the rest. Slight changes in salary natures.

hikes to the rest. Slight changes in salary patterns were made in other cities, retroactive to May 28.

IBEW agreed to establishment of an assistant technicians category for TV work, permitting the net to hire new employees below the full scale. Other changes in the pattern of working conditions and distribution of hours will permit CBS to substantially balance the cost of the wage increases.

From the Production Centres

IN NEW YORK CITY . . .

Hubbell Robinson, Jr., CBS program veepee, left for Coast Saturday (6) for two weeks ... Mrs. Eleanor Roosevelt will tete-a-tete with Norman Corwin on radio and the UN on her ABC stanza Friday (12) ... Gerald Mauisby, CBS manager of broadcasts, Nantucket-ing (12)... Gerald Maulsby, CBS manager of broadcasts, Nantucket-ing for three weeks ... Mona Fisher, ex-WWRL femme commentator, back to H'wood after two weeks' pitching video shows at N. Y, agencies Scripter Sidney Reznick joins Will Glickman and Joe Stein on scripting Ethel Merman airer... Bob Hoffman, WOR research chief, is passing out cigars for his new daughter, Steffi Wyn, born Thursday (4)... WWRL to air "Spanish Amateur Hour" and stage show from Bronx's Puerto Rico theatrg, starting tonight (Wed.)... ABC's film director, Nat Fowler, lectured at Fordham U. Friday (5).

director, Nat Fowler, lectured at Fordham U. Friday (5).

Jimsey Somers, 11-year-old actress, convalescing in East Hampton,
L. I., hospital. Youngster was hit by a truck while bicycling Saturday
(30), two days before she was to star on NBC-TV's "Academy Theatre."
Seven-year-old Norma Marlowe stepped into the role... Doug Browning pinchhitting for vacationing Don Gardiner on the latter's ABC
newscasts. Richard Keith added to "Lora Lawton"... Humphrey
Davis, James Monks and Grace Coppin new to "Backstage Wife"
John Stanley joins "Lorenzo Jones" regulars ... Tom Holer and William Zukcert join "Young Widder Brown."

John Stanley joins "Lorenzo Jones" regulars... 10m Holer and William Zukcert join "Young Widder Brown."

Beverly Hope, White Plains high school student, has been given a one-month job at WINS' newsroom and promotion department as part of her prize in a WINS-Westchester Herald contest... Actress Hester Sondergaard, recently married to former Congressman Hugh De Lacey (Wash.), will set up home in Cleveland but commute to Radio City for her shows. Les Abramson, WMGM music librarian, became the father of a son Tuesday (2)... With Bert Parks vacationing in Berumda Bud Collyer is subbing on "Break the Bank" and Jimmy Blaine pinch-hitting on "Stop the Music," AM and TV... ABC's "Piano Playhouse" team, Cy Walter and Stan Freeman, are cutting two albums, one pop and one longhair, for MGM release... Tex and Jimx McCrary will take on another chore, a six-times-weekly column on personalities, for the N. Y. Herald Tribune, starting Sept. 11... WOR's "Luncheon at Sardi's" using guests from other stations this week, including WJZ's Tony Lane and Johnny Thompson and CBS' George Petric. CBS is also playing host to competing talent when "Second Mrs. Burton" airs an interview with ABC's Pauline Frederick today (Wed.). Edgar Kobak, ex-MBS prexy, in Chicago this week for All-Star football game. Meanwhile his Park avenue offices are being readied for his consultant biz... Fred Thrower, ABC sales veepee, left Friday (5) for two weeks' cruise of New England waters. cruise of New England waters.

Al Ward, formerly of CBS production, replaces Ann Bastow at BBD&O as "Armstrong Theatre" director. Ira Avery is producer ... Mrs. Asya Zucker is newest addition at WFDR.... Scripter Margos Gayle to Atlanta for the funeral of her father.

IN HOLLYWOOD . . .

Al Capstaff, who goes where Bob Hope goes as his producer, has now moved into his third agency. Starting at Foote, Cone & Belding, he trailed the comic into Young & Rubicam and last week berthed up at BBD&O.... An unknown writer, name of Sam Schultz, dropped off a sample script for Carroll Carroll at Ward Wheelock. Next day he was hired for Club 15, which proves, according to Carroll, that writing for radio is not a closed corporation... Brewster Morgan back from N. Y. to ride herd for Compton on the next series of 26 teevee pictures for Procter & Gamble... Larry Gelbart and Larry Marks will be back next fall pounding out gags for Bob Hope... Del Sharbutt, moving spirit of the Century Players (legit) has installed remote equipment in the theatre for weekly broadcasts... Alan Courtney, NBC's assistant manager of guest and station relations, walked the plank last week with a gal-from Bevhills... Alan Rich's quizzer, "Managing Editor," is being submitted to sponsors by three networks. He's radio ed of Valley Times, hard by Hollywood, and format of show has participants moving up through the newsroom ranks from copy boy to me. Horace Heldt likes the idea for television... Campbell Soup picked up Walter O'Keefe's "Double or Nothing" for another season. Metro also took up the tab for another year of Lynn Castile's "Looking at Hollywood' on KHJ... Lou Cowan and NBC's Tom McCray hustled back to New York after working over "Hollywood Calling"... Larry Berns will produce the Jack Carson audition for CBS, with Frank Galen embroidering the script... Sponsor Interested in Don Quinn's "The Halls of Ivy" asked for a second platter, which was cut last week by Ivy Productions (Quinn and Nat Wolff). Probably wanted to know if the first one was a flash-in-the-pan. NBC will put it on in the fall, sponsored or otherwise... It's Howard Meighan's turn at the helm of CBS and J. Kelly Smith returns to N. Y. but not until he gets his vacation out of the way... Frank Samuels got a hurry call from N. Y. to talk over television costs with

IN CHICAGO . . .

Fahey Flynn taking over .or WBBM news ed Julian Bentley during latter's vacation ... Mayor Martin Kennelly commended producer Ben Park for "It's Your Life" show on WMAQ ... Two radio fathers here having bad time with ailing youngsters. NBC chief flack Jack Ryan's son is bedded with severe eye injury, and singer Bob Lee's tyke is recovering from narrow polio escape ... Writer Ann Coyle getting leave of absence from Schwimmer & Scott agency for European tour ... Mutual artist Jean Carson to New Mexico for vacation. ... WBBM continuity director and wife to northern Michigan for rest. ... Hal Totten covering Tam O' Shanter golf tourney for WGN... Lawrence Welk show airing from ABC Chi studio Wed. (10) ... Emece Hank Grant of WGN's "Let's Have Fun" program hosting film stars Gloria De Haven, Donaid O'Connor and Charles Coburn. ... WBBM musician Jack Fulton out with another song, "Great Day in the Morning" ... Don Herbert to describe a caesarian birth on "It's Your Life" Aug. 14 ... Don McNeill emceeing Breakfast Club vla phone wire from New York this wcck ... WGN news director Bob Hurleigh elected treasurer of Chi Press Club... Oak Park, Ill., celebrating "Cliff Johnson Week" starting Aug. 11, honoring WBBM family show... Pair of Chi stations got congressional mention when Sen. Paul Douglas commended WGN, and Repsiet Dutton back from Coast trip... WGN announcer Marshall Kent passing eigars for son born July 24 ... Jim Roxburgh new Mutual trafficker.

FCC MAY DOOM CAMPUS RADIO

Johnson Slates Hearing on Radio Liquor Ban; Tiffs With Fla. B'caster

Chairman Edwin C. Johnson (D-Colo.) of the Senate Commerce Committee followed up his recent blast against projected radio liquor commercials by announcing hearings next Jan, 20 on a bill to prohibit all advertising of alcoholic beverages. Johnson made the announcement in a letter to a Florida broadcaster who had taken issue with his attack on networks

Florida broadcaster who had taken issue with his attack on networks for considering Schenley copy.

The Senator sharply disputed contentions made by Tom Watson, manager of WSWN in Belle Glade, to members of the Florida delegation in Congress that acceptance of liquor advertising is for the individual station to decide and that the broadcaster has the same right to the ads as the newspapers and magazines. He reminded Watson that both radio and liquor are licensed industries, with the licensees under well-defined standards of conduct.

"Of course," said Johnson, "there is freedom of choice in radio, the choice of the listener to turn off the receiver, which you, and others like you, constantly hammer on as an excuse for programming anything, no matter how objectionable. But that is a choice that is premised on the theory that radio broadcasting is not a licensed industry, and that its standards of conduct are the standards set by the individual licensee. That premise does not square with the facts.

"The people in their wisdom established certain minimum standards for radio licensees and you and every other licensee is required as a condition of your franchise to observe those standards. It is not an effective control to tune out a station. Long before it is turned off much damage may have been done to alcoholics and others who are fighting to leave whiskey alone.

It is turned off much damage may have been done to alcoholics and others who are fighting to leave whiskey alone. "The truth of the matter is, and you apparently don't see it, that radio could do itself inestimable damage by following the vicious policy you advocate of compelling

(Continued on page 42)

Shriner in Exit After Alka Tiff

Alka-Seltzer and Herb Shriner Alka-Scitzer and Herb Shriner are calling it quits, with result that the 15-minute cross-the-board stanza won't return in the fall. Shriner has been taking a 13-week summer layoff and was scheduled to acturn carly in September.

Alka-Scitzer is retaining the 5:45-6 p.n. CBS time (show has been heard 6:30-6:45 in the central time zone; and pending a further decision, Alka Scitzer's summer replacement stanza, featuring Curt

uccision, Alka Seltzer's summer re-placement stanza, featuring Curt Massey and Martha Tilton, will continue in the spot. Shriner and the sponsor were re-portedly tifting over the comedian's desire to cut down to three times a week, with differences also existing over whether the program should be taped or be continued live.

Erikson Named Gen. Exec. For McCann-Erickson

Leonard Erikson, who checked out of Kenyon & Eckhardt agency last week as director of radio and TV. Is moving into McCann-Erickson agency with the title of veepee and general executive. However, he will not be assigned to the radio or video end of the business. Lloyd Coulter is McC-E radio-TV director. Latter returned to his desk yesterday (Tues.) after a three-week absence.

Bill Chalmers, former account exec on the Ford show at K & E, is that agency's new radio-TV director.

Coffin Corner

Hollywood, Aug. 9.
There's too much statistical baloney being fed radio and television advertisers, Joe Coffin, head of Television Research Assn., last week told Hollywood Ad Clubbers, who sat out a rundown of what the survey outfits are doing in town. He further charged measuring techniques are bad and poor logic used to give the time buyer a true sample of his audience.
Other survey monarchs de-

his audience.
Other survey monarchs de-fended their systems with a reddish hue on their kissers after Coffin put them in their embarrassed places.

FM, Claiming Maturity, Bids For Fulltime

Washington, Aug. 9,

Washington, Aug. 9.
Activity on two fronts gave more encouragement last week to the FM situation. The broadcasters, through the FM Assn., said they were now grown up enough for fulltime operations and urged the FCC to raise the minimum schedules. The FCC took steps to make the series for FM receivers to time it easier for FM receivers to tune in stations.

it easier for FM receivers to tune in stations.

FMA's general counsel, Leonard Marks, told the Commission that FM has now reached the point where it can give and is giving service to practically the entire country but that some stations are still operating on the six-hour per day minimum. He filed a petition recommending that broadcasters with both AM and FM be required to keep the latter on the air at least as long as the AM.

Where the AM station is a day-timer, it was recommended that the FM affiliate operate a minimum of three hours after 6 p.m., in addition to the same schedule of the AM outlet.

In the case of FM stations without AM, the Commission was asked to set a six-hour per day minimum for the first year, eight hours the second year. 12 hours the third year and fulltime thereafter.

Special dispensation would be

ter. Special dispensation would be ven "individually proved hardcases

ship cases."

FMA emphasized it doesn't want duplication of programs on AM-FM stations. An FV licensee, it told the Commission, "should decide for himself which programs

Continued on page 42

People Will Still Go For 'Dignifed B'casting,' Sez WHAS, L'ville, Director

Editor, VARIETY

As a broadcaster. I was somewhat embarrassed that the lead article in the July 27 issue should proclaim that broadcasters are pitching their standards out of the window. I don't take issue with the facts in your story because, basically, they are true. The networks certainly are giving the heave-ho to a lot of policies which not only were sound when originally initiated, but, in my book, continue so be sound even though business might be a little tougher to get.

to get.

I think you will find that there is still a sizeable group of stations adhering to the principles on which they were built. I think, in many respects, we are going through the same agonies the newspapers suffered in their shaking-down period. I believe, however, you will find

(Continued on page 42,

'COLLEGIATES' PUT UP SOUAWK

Washington, Aug. 9.
Campus radio sations, sometimes called "gas-pipe" radio and technically known as carrier-current broadcasting, put up a big how last week against the possibility of their being outlawed or curtailed. The little college outlets, of which there are about a hundred, have been 'operating for years without regulation by the FCC.

The Government agency is won-

regulation by the FCC.

The Government agency is wondering whether they cause too much interference with licensed radio services and is considering new rules governing their operation. The student stations broadcast on the standard band but use very low power. They are, in effect, 'radiation' devices, since they use the electric wire or other metal connections to carry the signal from the transmitter.

But to the schools and colleges

connections to carry the signal from the transmitter.

But to the schools and colleges which have them, the Commission learned from a batch of protests, the stations are important to the students and faculty. They help in teaching a variety of subjects, inscluding speech, physics, music, and radio production. They are also useful in keeping students abreast of campus activities. Particularly in institutions where enrollment has greatly increased, they take the place of convocations and student assemblies. According to the National Education Assn., the broadcasting by "on-campus systems" furnish "the basis of the unity in the student body which is becoming increasingly difficult to achieve." Such stations did important work in

basis of the unity in the student body which is becoming increasingly difficult to achieve." Such stations did important work in Europe during the bombing, says NEA, and would perform a vital service in a national emergency.

Some of the colleges feel strongly the outlets can make a real contribution toward improving professional radio operations. Southern Methodist University in Dallas boasts it was able to broadcast programs "dealing with some rather hot race issues" without having to suit the "weak-kneed ideas" of a commercial broadcaster. But the stations are not unaware of the realities of the commercials operation. Quite a few of them sell time and are proud of their commercials.

One of them, in Williamstown. Mass., seat of Willlams College, points out that the campus station situated in a relatively isolated community offers both national and local advertisers a medium for reaching students which can't be duplicated by commercial stations. (Continued on page 42)

(Continued on page 42)

WDSU Parlays Its 'Tenant Wanted'

Stations in Organized Gangup On Baseball B'cast Restrictions; **Chandler Compromise Gets Rebuff**

NBC Mobilizes

NBC's army reserve outfit, 406th Mobile Radio Broadcasting Co., which was activated at the web's New York head-quarters as an organized reserve company last January, is assigning additional officers and enlisted men.

The present authorized table toggetiethe authorized table

of organization calls for adding of organization calls for adding six lieutenants and approxi-mately 100 enlisted men. Training activities of the unit are devoted to the study of propaganda and psychological

Chi Labor Station In Top-Coin Bid For Local Shows

Chicago, Aug. 9.

WCFL, the Chi Federation of Labor station, is embarking on a big program expansion following the appointment of Bob Platt as program director. "The Voice of Labor" station recently completed a \$700.000 plus physical expansion including studio remodeling and modernizing, a new transmitter and four antennas at Downers Grove, Ill., and stepped-up intrastation activity.

While WCFL brass is keeping the lid on new program developments until they are ready for airing, it's known that Platt wants to hypo the Chi angle with a heavy intusion of local talent shows, hestdes dropping some ABC programs which the station has been carrying.

grams wh

carrying.

Prime reason for the new "bold look" on the part of WCFL is the fed-up attitude of station toppers with being considered partially a feed outlet for network shows originating elsewhere. Under present arrangements, WCFL takes ABC shows that WLS, which also has a tie-in with ABC, refuses to carry in deference to its own programs or policies.

Washington, Aug. 9.

Washington, Aug. 9.

Broadcasting stations throttled by strong-arm tactics of organized baseball are resisting efforts of the Dept. of Justice to compromise restrictions imposed against broadcasters by local teams to safequard attendance, VARIETY learned yesterday. Baseball Commissioner Happy Chandler, it is understood, is willing to make concessions to avoid anti-trust actions but department is being pressed to break practices which stations have complained against.

ment is being pressed to break practices which stations have complained against.

A recent decision of the Federal Court of Appeals of the Second Circuit in New York, holding that baseball is subject to the Sherman Act, is spurring the broadcasters to fight. About 28 years ago the Supreme Court had ruled that the sport was not compuerce bit that was before radio and the interstate implications involved.

Specifically, broadcasters a refighting a rule which requires clearance from the local team for the broadcasting of any game within a 50-mile radius. It makes no difference whether the local team is playing away from home. It can and does restrict broadcasting of nearby games at its discretion. Among the stations which have complained to the Department against this practice are WISR, in Butler, Pa., which could not broadcast games of the Pittale beurgh Pirates because of refusal (Continued on page 41)

(Continued on page 41)

CBC Won't Lift Canada Spot Ban

The request of privately-owned stations in Canada for a lifting of the regulation prohibiting spot announcements between 7:30 p.m.-1 a.m. was bluntly refused by the Canadian Broadcasting Corp. when

of them, in Williamstown, seat of Williamstown, seat of Williamstown, seat of Williamstown, or limit of in a relatively isolated inity offers both national real advertisers a medium for students which can't be steed by commercial stations.

Continued on page 42)

SU Parlays Its Tenant Wanted

Project Into Humanitarian Payoff

New Orleans, Aug. 9.

An unexpected turn of events with being considered partially a feed-up attitude of station toppers with being considered partially a feed-up attitude of station toppers with being considered partially a feed-up attitude of station toppers with being considered partially a feed-up attitude of station toppers with being considered partially a feed-up attitude of station toppers with being considered partially a feed-up attitude of station toppers with being considered partially a feed-up attitude of station toppers with being considered partially a feed-up attitude of station toppers with being considered partially a feed-up attitude of station toppers with being considered partially a feed-up attitude of station toppers with being considered partially a feed-up attitude of station toppers with being considered partially a feed outlet for network shows originaling elsewhere. Under present attention of the Canadian Assn. of Broadcasters woulht greater revenue outlets. It was the view of the CBC that the independent should be a feed outlet for network shows originaling elsewhere. Under partially a feed outlet for network shows originaling elsewhere. Under partially a feed outlet for network shows originaling elsewhere. Under partially a feed outlet for network shows originaling elsewhere. Under partially a feed outlet for network shows originaling elsewhere. Under partially a feed outlet for network shows originaling elsewhere. Under partially a feed outlet for network shows originality as could factor the CBC beautiful the CBC pool spot announcements as a feed outlet for network shows originality as could factor be a feed outlet for network shows outlets. It was the view

with commercial announcements. The independents also asked that the CBC permit spot announcements during network broadcasts but this was also refused as not being in the general interest, such requests referring to food and drug products. On the recommendation of the Department of Health, the CBC judgment was that such commercials were not of a character that should be heard by a mixed radio-listening group of adults and children, particularly when the products applied to personal hygiene or the workings of the digestive system.

New Orleans, Aug. 9.

WDSU garnered plenty of Page One space here as well as national publicity as the result of a smooth promotion idea, good showmanship and a sineere interest in helping a needy family.

About six weeks ago the station, in co-operation with a leading furniture merchant and apartment house, launched its "Tenant Wanted" project. Designed as a mai pull, it offered a rent-free "dream" apartment and \$1,800 worth of new furniture to a worthy family.

The project was conducted by Dick Bruce on his mid-afternoon platter show. Hundreds of letters poured into WDSU's mail room, and after screening and investigation, the associate editor of The New Orleans Item and two prominent social and clyic workers selected the young parents of a "blue baby who needed an operation by a Johns Hopkins specialist within six months to live.

The father is employed in Gi on-the-job training. After paxing their rent, the family had less than \$90 a month for all living expenses including medical care for the infant.

An unexpected turn of events arose when the child had to be rushed to a hospital the night before the presentation. On the morning the award of the apartment was to be made. Bruce journexed with reporters to the hospital, set up a wire recorder in a closet, and summoned the young mother, Mrs. Warren Boudzeaux.

Noung mother, Mrs. Walter reaux.

As Bruce told her the good news, she sobbed "God has been good to us" into the WDSU mike. In the following five minutes, Bruce garnered one of the most heart-rending, spontaneous interviews ever recorded on wire.

The New Orleans Item splashed the picture and story on Page One. The press services and Acme Photos sent the story and picture out nationally.

tionally.

Robert D. Swezey, WDSU exec vepec, said the amount of solid relations, good will and listener interest precipitated by the promotion was immeasurable.

"I am confident that promotions similar to our "Tenant Wanted could be utilized by other stations with the same excellent results," he stated.

Jas. Knox as Manager Of Lyle Van's Station

Of Lyle Van's Station
De Land Fla. Aug. 9.
James H Knox, former radio director of the National Assn. of
Real Estate Boards, has been
named general manager of WDLF
here. Station is owned by Lyle
Van, WOR, N. Y., newscaster.
Knox, veteran of 14 years in
radio, has served with Young &
Rubleam, Kenyon & Eckhardt, and
Blow. In '47 he was appointed of
fleer in charge of radio recruiting
for the U. S. Marine Corps.

FCC's 'Stop Sitting on Frequencies' **Poses Problems for Permittees**

Washington, Aug. 9.
Video permittees stalling on construction are being hard put these days to keep their licenses, what with the FCC calling them to account and saying, in effect: "No sitting on frequencies." A few years back, when channels were going begging in many cities it was considered a good idea to grab a permit and worry about building later, when the medium developed more. Some permit holders have been content to wait until the other fellow starts his station and the nucleus of an audience has been built, always, of course, FCC permitting.

In a number of cases, however.

permitting.

In a number of cases, however, other would-be television broadcasters have been watchdogging the permittees even closer than the Commission, advising the agency that if Mr. X doesn't go ahead with his station they will be glad to take the permit off his hands. Not that the Commission would transfer the permit that easily, but there's no harm trying and maybe the license would be made available to the next in line after the lifting of the freeze.

FCC policy on the whole has

FCC policy on the whole has been quite lenient in granting extensions—up to a point. But as soon as it becomes evident, either from "progress" reports required soon as it becomes evident, either from "progress" reports received from the permittees or from information from "watchdogs," that stalling is deliberate the agency begins cracking down. First, the permittee is advised that if he does not intend to get started soon he might as well surrender the license, which some do. But if the permit holder won't surrender and fails to show "dilligence" in pursuing construction, the agency denies his next request for an extension of time.

For the permit holder, it's tough sometimes to have to decide whether to turn in the permit, try to hang on longer, or go ahead with the full commitments toward building the station. If he sur(Continued on page 42)

Lucky Strike Buys U. of P. Grid Games For NBC-TV Pickup

Philadelphia, Aug. 9.
The Univ. of Pennsylvania foot-ball games will be telecast over the NBC network this fall for a ciga-ret sponsor—Lucky Strikes.

ret sponsor-Lucky Strikes.

Harold E. Stassen, president of the university, okayed the deal, although Penn reputedly was one of the moving spirits at the Eastern Collegiate Athletic Assn. early this year in the drive to ban cigaret, liquor and beer sponsors from collegiate athletics.

collegiate athletics.

Nobody in authority is around the university at the moment, for comment but it is known that a dozen cities will see the Penn network telecasts and the University will pickup between \$10,000 and \$12,000 from each game, which isn't hay even though it may be edged with nicotine.

WPTZ local video outlet for the

WPTZ, local video outlet for the WPTZ, local video outlet for the Penn grid spectacles, has Franklin Field again under contract this year and will telecast under the sponsorship of Atlantic Refining.

The network telecast will cover from Richmond to Boston and stafrom Hermond to Boston and star-tions as far west as Pittsburgh and Cleveland. The games to be yideoed are Penn vs. Cornell, Army, Navy, Columbia and Dart-mouth. President Stassen, we hear, will make a freside talk be-tween the halves at each game.

NBC-TV 'Clock' Shift

NBC television has decided to move "The Clock," half-hour who-dunit, from its current Monday night at 8:30 time to Wednesday night at 8:30 time to Wednesday nights at 8:30 starting tomorrow (10). Lever Bros. has optioned the show for the Wednesday night pe-riod starting in the fall and the early move will thus build the bankroller an audience before its

Motorola's Peak Jobs In Bullish TV Outlook

Bullish TV Uutlook
Chicago, Aug. 9.
Motorola is giving the lie to depression talk in the radio-tele industry by taking on an additional 1,000 employees to handle all-out production of its 1950 line of sets coming out this fall. Increase swells the total number of Motorola workers to record high of 4,500. Prez Paul Galvin, happy about a six-month record sales of \$33,822,368, nearly \$7,000,000 greater than the corresponding 1948 period, said "prospects for business throughout the latter part of this year and into 1950 seem very favorable." Motorola opened a new plant July 11, in a move to achieve peak production before the end of the year.

Phonevision Bids For Chi Test Run

Phonevision, by which a tele-ision set owner orders extra spevision set owner orders extra spe-cial programs by telephone, may soon be tried out to prove its prac-ticability. Special authority was requested of the FCC last week by Zenith Radio Corp. to test the system with 300 subscribers in Chi-

system with 300 subscribers in Chicago during a three-month period beginning in late December or early January. Firm is waiting on completion of a new transmitter and necessary phone connections. Zenith told the Commission the basic theory of Phonevision is that TV set owners are willing to pay an extra charge to view programs of outstanding interest or entertainment value which are not otherwise available. "Such programs," the firm said, "would include first-run motion pictures, current stage productions running on Broadway or in other parts of the country, outstanding sporting events, etc."

events, etc."

The company said a recent poll on the West Coast showed that a majority of video owners would welcome the opportunity to pay extra for outstanding programs. It expressed the belief that "Phone-vision may afford the public substantially greater use of television, as well as affording to the broadcasters, and in particular those located in small communities, additional revenue which will increase the feasibility of a television operation."

Gate on TV-Banned **Bout to Guide Future**

With boxers and their managers having banded together to outlaw television from all outdoor fights for the time being, TV broadcasters regard the Ezzard Charles-Gus Lesnevich bout tonight (Wed.) at Yankee Stadium, N. Y., as a uprenie test. There will be no TV cameras on hand for that one and, if the gate does not come up to expectations, the broadcasters feel they will have a clincher in their argument that TV is not the culprit the boxing managers believe it to be.

Managers have banned video on

lieve it to be.

Managers have banned video on the results of the recent Ray Robinson-Kid Gavilan fight at Philadelphia. Bout was not televised and pulled one of the biggest crowds in recent years. Broadcasters claim, however, that the good gate resulted from the fans' interest in the bout, averring receipts would have been satisfactory even if TV had been allowed. They point to the fine biz being hung up this year by such major league baseball teams as the N. Y. Yankees, Brooklyn Dodgers, etc. Yankees, Brooklyn Dodgers, etc., as proof that fans will attend in person an event, they want to see, regardless of whether they can view the same event via TV in their living rooms.

bankroller an audience before its sponsorship begins.

"Black Robe," another NBC-TV sustainer now occupying the Wednesday night slot, will probably be moved to another night. New time period has not yet been determined.

"Their living rooms. If the TV ban on outdoor fights continues, meanwhile, it is expected to throw a sever crimp in plans for theatre television. Indie cricuit operator SI H. Fablan, who plans to have the first theatre TV mined. (Continued on page 42)

The McCoy

The McCoy
Chicago, Aug. 9.
WGN-TV went the current
flock of tele chillers one better last week (4) by filmcasting
an actual gun battle between a
fleeing bandit and 29 squads
of Chi police, less than fourhours after the fracas occurred. (Four cops were shot
and the bandit killed by machine gun fire.)
Lenser Felix Kubik was sent
to the Northwestern R. R. station here at 2:30 p.m., and
filmed the free-for-ail involving tear gas, riot guns and
tommy guns fired into the station washroom where the extion washroom where the ex-con was trapped. WGN-TV carried the film on its 6:45 p.m. telecast the same day.

ITV to Pattern **'Tailored' Shows**

New television package firm, designed to build shows tailored specifically to the needs of an ad agency or client, has been set up by Paul White, former Continental sales manager for David O. Selznick, under the name of International Trans-Video. Other officers include Lawrence L. Wynn, vet radio-TV producer, as program veepee; T. Newman Lawler, member of the O'Brien, Driscoil, Raftery & Lawler law firm, as secretary, and Walter Keane, as comptroller. Dolores Pallet, music consultant of the Radio City Music Hall, N.Y., production staff, will be exec consultant on music and choreography. Seeking to utilize the show biz

Seeking to utilize the show biz background and know-how of the ITV staff, White said the outfit will not attempt to line up a group

(Continued on page 40)

Kalcheim's Europe 0.0. For New TV Talent: **U. S. Barrel Scraped**

With television variety shows already scraping the talent barrel, Harry Kalcheim of the William Morris office is now on a swing through Europe to dig up new vaude acts for Milton Berle's "Texaco Star Theatre" and other vaudeo programs which the agency books

deo programs which the agency books.

Similar junket was taken by William Morris reps prior to the Berle show's preem last season. Acts pacted then, however, have appeared on many vaudeo programs during the year and the agency feels that new faces are now a definite necessity. With such programs as the Olsen & Johnson weekly stanza also swinging over to a vaudeo format and with vaude itself making a comeback in theatres throughout the country, the Morris office feels it can guarantee any European acts practically solid seasonal bookings.

AMER. TOBACCO COIN FOR CBS 'BLACKOUTS'?

FOR CBS 'BLACKOUTS'?

Deal is understood near the inking stage this week for American Tobacco to sponsor Ken Murray's "Blackouts," when the show preems on CBS-TV this fall in the Saturday night 9 to 10 slot. With Jack Benny reportedly set for a twice-monthly video show on the same web for the tobacco firm, the same web for the s

NBC-TV Biz Switches

In a personnel realignment of NBC-TV's business department, Leslie C. Vaughn has been named cost and billing manager under department chief J. Robert Myers. Other new appointments include Joseph Berhalter, in charge of budgets; Neil Knox, coordinator of personnel and office management matters; J. M. Milroy, pricing supervisor, and Robert A. Anderson, cost analyst. cost analyst

cost analyst.

Joseph Fuller was named production facilities cost and billing manager, and Harrison Weed, film cost and billing chief.

BBC's Light Entertainment Gets 50% Hike as Pix Oldies Get Brusheroo

'Hollywood Presents' Is Dropped by KTTV

Hollywood, Aug. 9.
Motion picture studios' nixing of its contract producers and directors from appearing on television is responsible for the lopping of "Hollywood Presents" from the KTTV schedule.

Original format of "Hollywood, packaged by Ed Phillips, called for producers and directors to appear on the show as judges with an eye to casting talent in studio's pic-

tures.

Phillips had to reverse format when studios clamped down on its contract personnel. Program switched to the use of freelance writers and directors. Station found this effective insofar as 'placing program talent in films and dropped the program.

Channel Slicing Stirs Philly Beef

Philadelphia's beef over being sliced a channel in the present very high frequency band, which would give it three, instead of four

word give it three, instead of four VHF television stations, was carried to Congress last week. Sen. Francis J. Myers (D-Pa.) took the matter up with other members of the Committee on Interstate & Foreign Commerce and filed a protest with Acting Chairman Paul Walker of the FCC.

Myers told Walker that Chairman Edwin C. Johnson (D-Colo.) and Sen. Ernest W. McFarland (D-Ariz.) of the Committee agreed with him that "an obvious error" was committed in the proposed allocation. "It is no answer to suggest." he said, "that Philadelphia would receive additional ultra high channels in view of the fact that until such time as ultra high television transmission is fully developed the people of the Philadelphia area would be deprived of adequate competitive television service."

He said he felt that Philly and Parameteris

He said he felt that Philly and He said he felt that Philly and Pennsylvania generally are being seriously discriminated against by the proposed allocations. He pointed out that citles like Syracuse and Buffalo get as many VHF stations as Philly and that Washington, with a third of the population of Philly, gets four. He asked that the Commission "make every effort to remedy this patently unfair and discriminatory allocation."

The Senator said he realized

rriminatory allocation."

The Senator sald he realized that the Commission is planning to open up the UHF band so that every community can have a television station. But "what puzzles me," he declared, "is why the Commission proposes to delete one channel from a city the size of Philadelphia while New York, Chicago and Los Angeles would retain seven VHF channels."

Myers also wread Belok Keller

Myers also urged Ralph Kelly, prexy of the Philadelphia chamber of Commerce, to have his and other of Commerce, to have his and other civic organizations protest the allocation at hearings to be held Sepl. 26 before the Commission. If it is sufficiently shown that Philadelphia "does not intend to take this unfair discrimination against it without protest," he wrote Kelly, FCC will revise its proposal.

DuMont Labs 120% Hike

DuMont Labs 120% Hike

DuMont Labs, for the 24-week
period ending June 19, reported
net income after taxes of \$1.779,587, an increase of 120% over the
same period last year. Earnings
represent 83c a share on common
stock after preferred dividends, as
compared to 40c per share in 1948,
when the net income was \$807,246.

DuMont sales increased 87%,
with \$18.486,856 this year, as
against \$9,827,192 in 1948. Statement did not break down the operating income between equipment
and receiver sales and the broadcasting network. It is believed,
however, that the DuMont web is
still operating at a loss.

London, Aug. 2.

A 50% increase in program time for light entertainment on the British Broadcasting Corp.'s London TV service is to be introduced shortly as a result of reorientation of schedules.

Change has been brought about mainly because of the inability of the BBC to come to terms with the film industry for a supply of suitable product and many of the oldies that have been used in recent months have not had a good reception. In future their use will be severely restricted and will be kept mainly for standby purposes. With this object more use is to be made of the recently enlarged BBC film unit which, apart from concentrating on newsreels, is also going into the documentary field and producing interest shorts.

Despite reports to the contrary, the BBC is maintaining its Sun

and producing interest shorts.

Despite reports to the contrary, the BBC is maintaining its Sunday night drama program which still remains the highspot of the service and attracts almost a 100% viewing public. Up to the present time light entertainment has been allocated around two evenings per week with programs usually lasting upwards of one hour. Present intention is to increase these to a minimum of three and possibly from time to time beyond that figure. minimum of three and possibly from time to time beyond that figure. This means of course that apart from afternoon transmissions half the program time will be allocated to vaude and similar forms of entertainment.

tertainment.
With the opening of the Birmingham station to serve the Midlands in November, the existing programs will reach a potential audience of millions. In the London area alone there are now around 175,000 TV receivers and production rate is increasing every week. It is confidently believed that there will be an equal demand among the public in the Midmand among the public in the Mid-

land area.

Programs from London will be received in Birmingham either by coaxial cable or by radio link and, whenever the occasion demands, the reverse method will operate and programs transmitted from Birmingham will be received in London

Important aspect of this development is the extension of the BBC range for covering topical events and sporting fixtures, in-cluding football, cricket and rac-

Libby's 'Auction-Aire' For TV Seen Sparking Raft of Premium Shows

Kall of Fremum Jnows
Chicago, Aug. 9.
Libby's signing with ABC-TV
for a 30 min. lottery-type show
titled "Auction-Aire," to start early
next month is expected to kick off
a raft of premium shows based on
the same format. The John Masterson package will give away expensive prizes on a "fustest with
the mostest" basis, using Libby
labels collected by customers.
Talent hasn't yet been set for
the New York-screened production,

Talent hasn't yet been set for the New York-screened production. but it's expected a top notch emere of the Ralph Edwards type will be picked soon. Show will go on Fri-day nights in the 9 p.m. (EST) pe-

J. Walter Thompson agency. Chl., which handled the deal, is al-ready rubbing its hands over the anticipated "visual impact plus merchandising" appeal of the show Walter Thompson

merchandising" appeal of the show format. Agency spokesmen said that "it might very well start a whole new trend in giveaways," because of the neat tie-in with sponsor promotion.

Some trouble getting a government okay was a factor in holding up the three-week old negotiations, but producer Masterson secured a post office opinion in the affirmative. As an agency man put it, "premiums are nothing new in business, and neither are giveaways new in television. We just combined the two."

109G TEX. TV BID

McAllen, Tex., Aug. 9.

Max Lutz. local buyer, shipper and seller of fresh fruits and vegetables and operating as the McAllen Television Co., has applied to the FCC for a license to operate a video outlet here Outlet would be built at a cost of \$109,000.

TV TO PIX: 'HURRY, HURRY, HURRY'

East-West Bickering

Breakup of the talent unions' negotiations on the Coast last weekend, resulting in a stalemate on TV jurisdiction, is one more evidence of the continuing petty, intra-union bickering stemming from east-west jealousy and executive jockeying for power, installed topical samphile should be the continuing for power. ming from the property of the property of the jurisdictional squabble should have been fromed out at least a year ago. Meanwhile, actors are left holding the bag as difficult conditions in tele tend to crystallize into standard practice.

As a result, television remains in a state of uncertainty and hundreds from within the creative ranks of show biz can only sit and sweat it out.

TV Creating New Sports Fans Daily; **Boxing Only Game Adversely Hit**

Although television is creating new sports fans each day, boxing may be the only sport that won't prosper by it. That is the opinion of Les Arries, DuMont sports and special events chief, who this week blasted sports promoters who pin all their troubles on video.

all their troubles on video.

Even boxing's current troubles can't be biamed entirely on 'TV.

Arries thinks, although it may have a point in thinking video is not good for its gate. "TV." Arries said, "gives the home viewer too good a seat. You couldn't see the fight any better if you became the fourth in the ring. That factor, combined with the reluctance of some promoters to give the ticketcommone with the reluctance of some promoters to give the ticket-buying fans a break on good pro-motions and popular prices, is going to keep the folks away from the ring."

going to keep the folias away from the ring."

As for other sports, Arries thinks TV is the best thing that has happened to them in years. He cited DuMont's telecasts of N. Y. wresting bouts, which has unquestlonably turned the grunt-and-groan sport into a profitable setup; the Roller Derby in N. Y. and pro basketbaii in Washington. As for pro football, in which several teams have already banned video for the upcoming season, Arries cited (Continued on page 42)

(Continued on page 42)

Mary Pickford East For **Buddy Rogers Pacting** Of '49-50 TV-Radio Deal

Mary Pickford is slated to arrive in N. Y. from the Coast today (Wed.) to sit in on final huddles with Buddy Rogers, her husband, and his personal manager. Mal Boyd, on Rogers' radio-TV plans. Possibility exists that the latter may sign for a show that would require him and Miss Pickford to move to N. Y. If so, she wants to be present for the final negoliations.

Rogers, who starred in his own

wants to be present for the final negotiations.

Rogers, who starred in his own video show on the Coast, has guested on a number of radio and TV programs during his current stay in N. Y. As a result of the guest shots, he has received bids from all the major networks and several agencies and indie package producers for permanent shows. Deal is expected to be set by tomorrow (Thursday).

It has been learned, meanwhile, that "Hollywood in Three Dimensions," packaged by Boyd and Robert Joseph and now aired over KTTV. Los Angeles, may be the next Coast-originated show kinescoped for national distribution Initial test kine was made under wraps Monday night (8) for agency and eastern CBS-TV viewing. Show, enceed by Alan Mowbray, has been on the air 12 weeks. It uses behind-the-scenes films of stars as a regular feature and also dramatized interviews with picture personalities.

D.C.'s TV Set Spurt

Mashington, Aug. 9.

Although the summer months were expected to be slow for video set sales here. July turned out to be the top month so far this year. with 4,700 receivers sold. Desire of buyers to get in under the new local sales tax, which went into effect Aug. 1, undoubtedly contributed to the July business which brought number of receivers in the metropolitan area to 55,700.

Prayer—TV Style

NBC-TV's "Swift Show" was
forced to take the air Thursday night '4' with two hours
ics than the customary studio
rehearsal time because of a
last-minute switch in studios,
Cast and crew as a result Cast and crew, as a result, went on with no chance for the went on with no chance for the necessary dress rehearsal, with all concerned worried about the outcome. Director Ted Huston, alert-ing the cast before the show started from his studio control

started from his studio control panel, was calling the time. "Gct ready," he said. "We have a minute-and-haif—a minute—45 seconds—30 sec-onds—Our Father who art in Heaven."

Talent Unions Stalemated On TV Jurisdiction

Hollywood, Aug. 9.

Meetings of the various talent unions on television jurisdiction going on here the last eight days have recessed with plans to resume at a later date in N. Y. Confabhere apparently winds up in a stalemate on how to divide union control over TV films.

Paul Dullzell, prez of the Associated Actors and Artistes of America, announced the conference would be resumed after delegates have talked over problems with their respective exec boards (Continued on page 42)

Rockingham Races Nixed For Hub TV on Claim

Boston, Aug. 9.
Lou Smith, executive director of Rockingham Racetrack, in nearby Salem, N. II., has nixed the televising of races at the track in the forthcoming meet.

Smith declared, "I have no desire to help bookmakers in Boston. New York, Chicago and every area reached by television. The new medium has been a boon for illegal bookmakers, and, it doesn't seem to me that this was the original purpose of video."

ROMANCE H'WOOD

"You can't beat us so you'd better join us now." That's the approach that television is pitching to the film industry in an attempt to lure what it thinks may be a lucrative new group of advertisers into TV—and for the best interests of the nieture histings. of the picture business

Pitch is being based on three primary factors:

primary factors:

1. If it's true that television might hurt the film boxoffice, then the best way for the film industry to overcome that is by hitting home with its advertising at the roots—via TV trailers, spot campaigns, etc. In that way, according to the broadcasters, the film companies can reach directly the customers it should be most interested in reachshould be most interested in reach

broadcasters. the film companies can reach directly the customers it should be most interested in reaching.

2 With all the talk now going on in the film industry about public relations, the companies are missing out on a good bet by not utilizing TV as a prime medium in its "we're not so bad" campaign. Video can help promote the film industry in a way that radio, newspapers, magazines, etc., have never been able to accomplish by presenting interesting behind-the-scenes programs about floillywood and its stars, in action.

3. TV offers also a major exploitation and ballyhoo medium for the film industry, one that has hardly been touched so far. By arranging for star interviews and letting personalities guest on TV shows in return for the standard letting personalities guest on TV shows in return for the standard cuffor plugs, the film companies would get a new and highly efficient exploitation medium.

"—But Nothing Happens"

According to the broadcasters, film toppers to date have been paying only lip service to video. They've been talking about making special TV trailers and about probling video's ballyhoo possibilities but to date it has been only talk. When the chips are down, film exces retreat behind their office doors with a mess of year-old statistics in an effort to show that video is still too young for their industry to honor with its cooperation. This attitude, according to TV spokesmen, is only another example of the "cutting off your nose" routine.

Backing up the "hurry, hurry, hurry, rurry, rurry pitch, broadcasters point out that the film companies may

ample of the "cutting on your nose" routine.

Paul Dullzell, prez of the Assoiated Actors and Artistes of innerica, announced the conferince would be resumed after deletates have talked over problems (Continued on page 42)

Rockingham Races Nixed

For Hub TV on Claim

It's Boon for Bookmakers

Boston, Aug. 9.

You Smith executive director of the "cutting on your nose" routine.

Backing up the "hurry, hurry, hurry, hurry, purch, broadcasters point out that the film companies may already have missed the boat as far as spot campaigns are concerned. Other major advertisers have converted the available spot market into a hot hidding ground, with the result that the best spot times are already sold out. It is impossible at this time, for example, to buy spots adjacent to any of the big TV shows, such as Millon Berle's "Texaco Star Theatre," (Continued on page 40)

WOR SETS CLIENTS FOR TV PACKAGES

smith declared. "I have no desire to help bookmakers in Boston, New York, Chicago and every area reached by television. The new medium has been a boon for illegal bookmakers, and, it doesn't seem to me that this was the original purpose of video."

TV's '1,001 Nights'

New half-hour television program that would incorporate original words and music into book musicals each week is being packaged by indie publicist Don Giesy. Titled "1,001 Nights." the show will be written by Edmond and Alexander Cadoux, who have already finished six complete programs in the series.

Giesy is now dickering with Bambi Lynn for the femme lead, Chorcography may be staged by Pauline Koner. Show would be the second to present original music and lyrics each week, with Arthur Schwartz planning the same technique for his upcoming "Inside U.S.A. with Chevrolet" show on CBS-TV.

NEW STRATEGY TO ABC-TV's 'Non-Expendable' Layout **Seen Establishing Low-Cost Pattern**

Wynn vs. Berle

wynn vs. Berle
Hollywood, Aug. 9.
Continued rivalry between comédlans Ed Wynn and Milton Berle is being carried over into television.
Questioned here last week on the format of his upcoming CBS-TV program, Wynn declared, "Something old, something new, nothing harrawed clared, "Something old, some-thing new, nothing borrowed, nothing blue." As a persistent critic of Berle's alleged litting of gags, Wynn is believed on the "nothing borrowed" to have referred specifically to the Texaco emcee.

Canada Sets Sept. Parley to Thrash **Out TV Hurdles**

Toronto, Ang. 9.
In an effort to clarify the previously dormant and wait-and-see policy of television in Canada and get the new medium more quickly functioning in this country, the newly-appointed Royal Commission on Culture has set four days, commencing Sept. 6, when meetings will be held in Toronto to permit the Canadian Broadcasting Corp. and the Canadian Assn. of Broadcasters to present their respective cases.

with television here a hot political potato inasmuch as the CBC is the Federal-appointed body handling nationalized radio in Canada against the opposition of some 90 privately-owned stations, the Canadian government has passed on the solution of the gigantic task to the Royal Commission headed by Hon. Vincent Massey, former Canadian ambassador to Washington. (He is the brother of Raymond Massey, stage and screen star). Vincent Massey's chief henchman in the four-man Royal Commission is Father Levesque, who has just returned to Canada after studying television developments in Britain. France, Switzerland and Denmark. France, Switzerland and Denmark. The complaint of the indepen-

(Continued on page 34)

Swift's \$1,000,000 TV Plunge to Be Analyzed As Guide for Future

After almost three years of experimenting with various television formats, which ranged through practically the entire program lineup, Swift & Co. bowed off the air last Thursday night (4) to assimilate the knowledge gained to assimilate the knowledge gained during that time. McCann-Erickson tele chief Lee Cooley, who produced most of the shows, left for Detroit and Chicago Monday (8) to take complete reports on most of the shows to the Swift homeoffice. Meat packing outfit is not expected to return to the air until after the next fiscal year.

next fiscal year.

According to Cooley, Swift budgeted \$1,000,000 to be spent for TV experimentation during the three-year period and the agency stayed well within that." Noting that the various Swift programs that the various Swift programs had pioneered on many techniques which have since been picked up by other broadcasters, Cooley said that results of the experiments have not yet been collated. While the programs have paid off in Increased products ales for various Swift products, he said it would take at least 90 days for the agency and client to discuss the reports thoroughly.

After several test programs on NBC-TV. Swift took the air in May, 1947, with the daytime "Swift Home Service Club" on that web, (Continued on page 40)

(Continued on page 40)

Unveiling of the ABC Television Centre in N. Y., due to bow with official fanfare in the next few weeks, shows the reduced-cost advantages of large site designed specifically for video. The west 66th Street building, a former riding academy, is resulting in streamlined operations and mass-production techniques that are cutting many costs below those of other webs, ABC toppers claim, Its layout will serve as a model for ABC's Coast tele piant and may become a blueprint for other video operations.

for ABC's Coast tere plant and may become a blueprint for other video operations.

ABC-TV can handle its shows with 35 stagehands, compared to double that number required by another network, according to Charles Holden, production manager. The reason, he says, is that tele requires horizontal space, while NBC-TV is in a vertical sky-scraper and consequently needs to paint some sets in hallways, break them down into pieces to fit small elevators and reassemble them in the studios.

Unlike a Radio City operation, the TV centre has high cellings, big load limits on floors, 16-foot elevators and better fire regulations.

lations.

Biggest Pairt Rig

Typical of ways in which space and planning can axe costs is a \$13.000 mechanical rig, the biggest in N. Y., which covers a wall 30 by 50. feet. A 50-foot elevator, controlled by push button, enables painters to finish a large backdrop in one-eighth the time of men

Refusal of Film Experts To Move East for TV Poses Producer Problem

Reluctance of Hellywood talent to leave their swlmming pools for television work in New York is also being felt by indie TV film producers working in the east. According to Lars Calonius, prez of the recently formed Archer Productions, the best film cameramen, technicians, animators, etc., are on the Coast but all the top ad agencies, and thus TV business, is in the east. And, because the film experts cannot be lured east by even top salary offers, the producers have run up against quite a problem. a problem.

Archer recently finished a set of animated cartoons spots for Chevrolet dealers and a series of live commercials for Chevys's central office, which are to be integrated into all TV shows sponsored by Chevy through the Campbell-Ewald agency. Animation staffers have all had considerable experience with Walt Disney studios, with Calonius himself having worked for Disney since 1935, along with Hai Ambro, also an Archer staffer. Others on the staff include writer Carl Failberg and Tom Craven, formerly an executible world. Archer recently finished a set of

Films.

Outfit is now conducting color tests on animated characters and backgrounds over TV monitors to determine color values best suited for transmission, pending the arrival of color video. In addition to contracts for a series of filmed commercials for top clients next season, Archer will also work on dramatic films.

HARLAN THOMPSON TO PRODUCE WYNN SHOW

Hollywood, Aug. 9.
Harlan Thompson, onetime
Broadway musical figure and late
head of IMPPRO, television packagers, has been taken on the CBSTV staff by Harry Ackerman and
will be associate producer of the
Ed Wynn show for Speidel.
Seriés kicks off live here Sept.
20, with the kine being run off in
N. Y. Oct. 6 for the CBS skein. It
marks the first big commercial
show to go east from here on recorded film.

KATE SMITH CALLS With Ted Collins Producer: Collins Director: John Cleary 105 Mins., 9 p.m., Mon. Sustaining ABC, from Lake Placid, N. Y.

ABC, from Lake Placid, N. 1.
Kate Smith's new ABC show is short, or rather stunted, on entertainment values and long on its anxiety to build up an audience via the state of t anxiety to build up an audience via giveaways. It runs from 9 to 10 p.m. and from 10:15 to 11 Monday evenings and the chances are it will have a difficult time gathering a Hooper, even with the handouts. There's too many other shows handing out valuable bric-a-brac.

RADIO REVIEWS

handing out valuable bric-a-brac.

Miss Smith's Initial broadcast, assisted by her partner, manager and mentor. Ted Collins, was done from her Lake Placid home. That neans a minimum of production costs since it involves only the rather weak palaver the two generate, recordings, vocals by Miss Smith and a pianist-accompanist. Occasionally there's a vocal by the singer with full-band background. It's not explained by Collins that the source is one of Miss Smith's recordings. It's implied that the chore is live.

Contest angle is covered thusly:

Contest angle is covered thusly. Miss Smith sings a tune, usually an old one, and a few minutes later is on the phone with a listener, apparently forewarned, asking a question relative to the plot or the lines of the lyrie. If a correct answer is given, a prize such as a kitchen range is awarded plus a crack at a jackpot worth \$15,000. This conundrum is to identify after a word description, an outstanding name. The description is rather vaguely given and so is the questions Miss Smith asks relative to the prejackpot query.

All in all, the new show contains

Jackpot query.

All in all, the new show contains a minimum of idea and a minimum of entertainment that might keep anyone other than those forewarned that they're to be called, tuned to ABC.

Wood.

VIC BARNES NEWS
With Vic Barnes
15 Mins, Mon.-Fri., 7 p.m.
CHICAGO FEDERATION OF
LABOR
WCFL, Chicago

Vie Barnes is another newscaster who reads press dispatches with a minimum of editorializing, thus leaving listeners with, a choice of opinions on the day's news. However, Barnes manages to weigh his dispatches with enough labor news so that his sponsor, the Chi Fed. of Labor, winds up happy with the effect.

Ontside of a busky, authoritative voice, there is not much distinction between his delivery and many other newscasters. Several oral slips were discernible, but Barnes caught then and recovered in time to keep the listeners on the beam.

to keep the listeners on the beam. While there's a lot to be said for his school of thought re newscasting, i.e. to present the facts and let the listener decide for himself, the complete lack of personal and group opinion presents a danger in liself. The diaders might well end up with no opinion at all, which situation doesn't lend itself to an Informed and alert citizenery.

Mart.

BILL & VAN With Bill Pope, Bill Van Steenberg 60 Mins.: Mon.-thru-Sat., 8 a.m. PARTICIPATING WOKO, Albany

WOKO. Albany

New team monitors a musical clock on a block long handled by singles. Their first joint venture holds promise of better things, when they polish rough spots, develop a tighter format, build up the public service phase and improve nike play. Program ran too slow and too talky the first week. Possibly Bill Pope and Bill Van Steenberg were trying to avoid the bongy approach familiar to show of the kind hereabouts: if so, they leaned too much in the opposite direction.

Start of several broadcasts dragged noticeably, as the boys verbally fenced in a light vein Stanzas gained speed when Pope—originally paired with George

verbally fenced in a light vein. Stanzas gained speed when Pope—originally paired with George Miller on a WGY sports program and later his partner for WPTR sportseasts—swung Into the sports department. He could build up the baseball scores, tennis-golf news, etc., vila brief commentaries, spotlighting of area professional baseball and possibly Saratoga August racing, plus interviews.

Pope possesses a fair voice and easy air personality. Van Steenberg, who has one of the most pleasingly modulated set of pipes hereabouts, registers at three-quarter mark with a poem. His specialty at WPTR and WBCA, he reads poetry well.

Pope and Van Steenberg sell the commercials—four sponsors—persuasively.

Jaco.

MARTIN KANE, PRIVATE EYE With William Gargan; announcer With William Garage.
Fred Uttal
Writer-director: Ted Hediger
30 Mins.: Sun., 4:30 p.m.
U. S. TOBACCO CO.
MBS, from New York
(Kuducr)
Private Eye

(Kuduer)

"Martin Kane, Private Eye" is a routine whodunit thriller with William Gargan in the title role, Initial show Sunday (7) was fairly interesting although the situations were often telegraphed. This transcribed series is not spotted too advantageously on Mutual's time slate for two other half-hour mystery shows immediately precede it and another detective drama even follows it.

Presumably most dialers who

follows it.

Presumably most dialers who have been anchored to their MBS station all afternoon will be well satiated with shootings, corpses and sundry sound effects by the time "Martin Kane" reaches the scene. However, dyed-in-the-wool crime yarn addicts will find adequate, though not outstanding entertainment. in Gargan's adventures.

Inaugural installment had the film actor gumshoeing through an international snuggling case which drew most of its suspense from a murder at a Long island house party. Gargan was forceful as the private investigator while the unbilled supporting cast was competent. Plugs for U. S. Tobacco's tour brands of smoking mixtures were relatively modest. Gilb.

STARS OVER TEXAS
With Lynn Cole, Buster Bryan,
K. Burt Sloan and Orch
Producer: Buster Bryan
15 Min. Mon.thru-1r., 6:15 p.m.
GULF BREWING CO.
WOAI, San Antonio

WOAI, San Antonio

For the past nine years 'Headliner Time' has been heard three
times weekly from the studios of
KPRC, Houston, and member stations of the Texas Quality Network
under the sponsorship of the Gulf
Brewing Co., bottlers of Grand
Prize Beer. This opus is being
heard nightly over the same web
and varies from the old program in
that it is a straight musical show
teaturing favorite western and folk
music. Airing is smartly paced in
musical fare and coming at the dinmer hour should blend well with
the musical taste of Texans and
make them stock up on the brew.

Program marks the return of

make them stock up on the brew.

Program marks the return of Ixnn Cole, bartione soloist to Texas airways. He was at one time teatured on "Headliner Time" and for the past two years has been in Hollywood where he was featured on NBC and CBS and also recorded for Capitol Records. His voice shows the added polish of network and recording work. Can sell a ballad well and is at home on the lyrics of any type melody. Best on airing caught was "Don't See Me in You're Eyes." Good too was his rendition on "I Tipped My Hat" and "Lopin Side the Lazy Rio Grande" an original song written by Steve Wilhelm, former narrator on "Headliner Time."

ten by Steve Wilhelm, tormer narrator on "Headliner Time."

K. Burt Sloan and his orch lend
good musical support to Colc.
Original theme melody "Stars over
Texas" was written for the series
by Sloan. A good old fashioned
fiddle breakdown featured Hank
and his fiddle was well played.

Bill Bryan doubles as producer
and m.c. of the airings and turns
in as usual a high calibre job. The
musical background to the
G-R-A-N-D P-R-1-Z-E spelling is
novel and ear arresting. The informal chatting with Cole by
Bryan is well handled and lends
itself to a homey type of airings.
There are two commercials, well
spaced apart and not too overlong.

Andy.

CANTOR'S ECA SHOW SET FOR U. S. RELEASE

Paris, Aug. 9. On the eye of sailing home on the Queen Mary. Eddie Cantor transcribed a broadcast to be re-leased in the U.S. on Sept. 1 on beleased in the U.S. on Sept. I on behalf of the European Cooperation Administration. Aim is to counteract the propaganda against spending heavy dough to help the Continent get back on its feet economically.

Comic, vitally interested in sup-porting the Marshall Plan as a means to preserve peace, refused to accept any money either for his work or expenses.

Script was written by William N. Script was written by William N. Robson. who came up from the Riviera for the waxing. Session was attended by Ed Gruskin, ECA radio head. Ben Smith and Allen Oakes. who acted as announcers, and Barbara Rurup, of ECA radio staff. Studio used was that of Paris Radio Productions, the new Pierre Grimblat organization.

EVANS SHOWCASE With Carl Moore, Gloria Carroll, Salvy Cavvichio, Evansaires and Frank Bell orch; Tom Russell, announcer Producer: Ray Giradin 30 mins., Sat. 8:30 p.m. EVANS LIGHTER CO. WEEL Boston

EVANS LIGHTER CO.

WEEI, Boston
Proof that the Hub can come up
with a good listenable musical
stanza is this half-hourer currently
being broadcast from the stage of,
RKO's Memorial and other houses
on the circuit. Sparked by the Hub
fave, gravel-voiced Carl Moore,
show includes some of WEEI's best
known talent and is rapidly shaping as a topflight airer.
Comic Moore, a master of the
zany, and a trigger fast m.c., guides
the show with solid competence and
takes over a couple of spots to sing
some of the ridiculous songs that
are his trademark. At show caught
he sang "A Farmer's Conversation
by the visual audience, and followed with shule" with solid reaction
by the visual audience, and followed with the oldie "Merry Oldsmobile" with an assist by Gloria
Carroll, Others who grabbed solo
spots were Salvy Cavvichio, a xylophone wiz, the singing trio, and
Miss Carroll, who does a neat job
on the pops.
Commercials are handled taste-

phone wiz, the singing trio, and Miss Carroll, who does a neat job on the pops.

Commercials are handled tastefully with the accent on a \$2,500 contest to name a new Evans lighter, and the audience response to the package is pleuty sock. The show debuted at Memorial Theatre about six wecks ago and has done much to hypo biz at the various houses it has played. Heard throughout the New England area through an 11-station Columbia hookup, it's the first live audience production show to hit town since First National Bank dropped its Opera House shows with Arthur Fiedler. Stanza adds up to good entertainment and should do the job it was designed for, namely sell Evans lighters.

Elie.

ADVENTURES IN TRAVEL With Henry Milo Writer-Producer: Milo 15 Mins.; Wed., 10:45 p. m. Sustaining WINS, N. Y.

For vacationers looking for travel tips, this show will prove interesting. Henry Milo, program conductor, has a wide range of info about near and far-off places which is supplemented by guests from travel agencies, shipping companies and mag publications. The is suppremented by guests from travel agencies, shipping com-panies and mag publications. The data, however, is retailed in a rambling style with too much com-mercial enthusiasm and not enough critical discrimination.

On a recent show. Richard

critical discrimination.

On a recent show. Richard Joseph, Esquire travel editor, and E. I'yron Bull, prexy of the Bull Line, plugged the Caribbean area in general and the Bull Line in particular as vacation possibilities. Much of the descriptive material unfortunately, was marred by a corny, travelog flavor. Herm.

Radio Followup

Ethel Merman's new NBC variety show (9:30 p.m.) Sunday evenings is still tied down by a thin scripting format that fails to make full use of the star's unusual talents. Past broadcast (7) was a hodge-podge of situations, gags and weakly-excused performances of standard tunes with which Miss Merman has been associated in her long string of Broadway musicals. All told, the 30 minutes amounted to good effort, no satisfaction.

But, long after the final minutes the impression persists that somewhere in the show is the germ of an idea which could be weeded and nursed to Miss Merman's benefit in radio. She's a clever comedienne and that metallic monotone in which se sings and talks offers a great deal of opportunity, It simply isn't being used. This show was brightly written, offering some sharp lines in spots, but sunk into a basic pattern that misses fire.

into a basic pattern that misses fire.

Perhaps the fault of the writer and producer lies in attempting to couple their efforts to Miss Merman's past in musical comedy, to use that as a springboard or an excuse to show her. That's not necessary. It could be that her talent could be employed in a dumb dame role, or by widening the idea behind the one or two of the sketches used on the past week's broadcast, which were broad slapstick. At any rate, while Miss Merman's new show has little beside the singer's stendard vocals, she has possibilities.

Hartford — Walter Johnson, WTIC assistant g.m. has been named first vice president of the Hartford Advertising Club. During the past year, Johnson served as the club's second veepee and chairman of its public service and public relations committee.

BETWEEN US GIRLS
With Louise King, Earl Nightingale, Harold Kartun orch
Writer: Charles Romine
Producer: Jerry Dee
15 Mins.; Mon.-Fri., 2:30 p.m.
MUNTZ TV
WBBM, Chicago

Louise King is the best thing about this musical mid-afternoon alrer, but only when she's singing. Program gives her a chance to uncork one of the better femme voices in Chi radio.

Show gets off to a shaky start in the title "Between Us Girls" followed by patter between Miss King and a male announcer, in this case Earl Nightingale, which must put him in a dubious situation.

On show caught, Miss King warbled nicely on "How It Lies," "The Man I Love," "Somebody Loves Me," and "There's Yes, Yes, in Your Eyes." Harold Kartun orch interspersed with a halting version of "Laura."

orch interspersed with a hairing version of "Laura."

Attempt at conversation between numbers consisted mainly of Miss King dishing out a fairly snide menu of advice to boys interested in girls.

If more thought went into keeping this show musical and less into being amusing, it would be a pleasant afternoon break in the soaper routine. Program sked calls for Marty Hogan to handle the Tues. & Thurs. shows for sponsor, Muntz TV, with a staff announcer taking the Mon.-Wed.-Fri. shows until Aug. 22, when "Girls" goes wholly commercial with Robert Hall Clothing taking the Mon.-Wed.-Fri. periods.

Mart.

Fri. periods.

Mart.

LET'S HAVE FUN
With Hank Grant, emcee; Holland
Engle, announcer
Director: Hunt Downs
30 Mins., Mon.-Fri., 12 (noon)
GOLDBLATT'S
WGN, Chicago
This is a giveaway staged in the
sponsor's downtown store studio
with audience participation, songs,
and a phone quiz. Emcee Hank
Grant, heartily echoed by announcer
Holland Engle, merges the
brassier features of Ralph Edwards
and Bob Hawk in a big, fast, noisy
show.

It's the type of program that will
appeal to a horde of women shoppors, resting their aching feet
between bargain grabs. Nevertheless, so much of the personal approach is lost on the radio sets
that listeners get a maximum of
noisy confusion and a minimum of
active entertainment.

Grant is a capable emcee, and
does a glib job of kidding the
participants. But an unnecessary
amount of belly-laughing by an
nouncer Engle after every sally
drowns out listener appreciation.
Commercial plugs are shouted in
a barker style that get on a person's nerves.

Trouble with this program is
that it's a direct takeoff on 'Truth

a barker style that get on a part of the son's nerves.

Trouble with this program is that it's a direct takeoff on "Truth Or Consequences," and not delivered half so well. It needs a fresh angle. Grant and "Fun" have something here that's a hybrid by Hawk out of Edwards, but in this case, it doesn't improve the species.

Mart.

Canada—TV

Continued from page 33

dent radio stations is that they are prepared to sink and gamble several million dollars of their own money in Canadian television but that the CBC wishes to extend their present monopoly in the radio field to the new entertainment medium. The CBC has refused television licenses to Famous Players (Canadian): CKEY, Toronto; CFRB, Toronto; and the Marconi interests in Montreal; though these groups insist that they are prepared to take a heavy investment-flier. Mcanwhile, the Federal-operated CBC is expected to get the green light on a \$4,000,000 Federal government grant which will permit the CBC to establish a television station in Toronto and another in Montreal as the nucleus of a video setup to parallel the pregent CBC radio setup of a French-language network and two trans-Canada networks.

On those four-day meetings, to commence Sept. 6, with the CBC already has in the present nationalized radio monopoly and which, understandably, might be extended to television in Canada.

Lubbock, Tex. — Leroy Land program manager for KCBD here has been appointed commercial manager for the outllet replacing George Toale who has resigned to enter private industry.

Bond in this subdiction, and the big independents presenting their briefs, will devolve the decisions of the Royal Commission; plus the "in" that the CBC already has in the present nationalized radio monopoly and which, understandably, might be extended to television in Canada.

Lubbock, Tex. — Leroy Land program manager for KCBD here has been appointed commercial manager for the outlet replacing George Toale who has resigned to enter private industry.

CLEVELAND SUMMER SYM-PHONY
With Cleveland Orchestra, Director Rudolph Ringwall, Hal Morgan, announcer
Producer: Wayne Mack
30 Mins., Wed., 10:30 p. m.
WGAR. Cleveland
WGAR follows the Lewisohn
Concerts with 30 minutes of transcribed music from the Cleveland
Summer Pops. The program, picked up earlier in the evening, is directed with expert finesse by giving just enough of the back-ground to spice the audience's attention.
The light music, following the heavier "longhair" network show, makes for a very pleasant summer night's listening. Hal Morgan at the announcer's mike and Wayne Mack at the producer's end tie in Mark.

DESIGN FOR LIVING

DESIGN FOR LIVING With Harriet Rabe, guests 15 Mins., Sun., 2:15 p.m. Sustaining WROW, Albany

15 Mins., Sun., 2:15 p.m.
Sustaining
WROW, Albany
Program incorporates a sound
idea, but shaky radio technique
mars its projection. Harriet Rabe,
formerly associated with Columbia
Univ. and an intelligent woman
with definite ideas and opinions,
gushes too much and laughs too
shrilly for easy listening, whether
it be in interviews with guests or
in discussions of their "design for
happy living."
Femme dialers may be particularly critical of her. Miss Rabe
mist tone down, ease up and talk
less. Trait of asking a question and
giving her own opinion before the
guest answers needs to be curbed,
too.

An interview with Jonathan
Lueas, appearing at the Crandell
theatre in nearby Chatham and
scheduled to play in the new
George Abbott show, unfolded a
lively story — despite side excursions by Miss Rabe. Lucas, who
competes with Jeffrey Lynn for the
rating of the most persuasive
male strawhatter heard on the air
hereabouts this season, reported
that as holder of a degree in psychology from Southern Methodist,
he had worked on the secretarial
end of the famed Kinsey Report.
Another exchange, with a woman
member of an artists organization
turning out Christmas cards, also
had moments, but the gals overgabbed and over-laughed. The "design for happy living" segment
could be expanded.

ABC-TV Continued from page 33

working on the floor. To hang the backdrops there is \$19,000 worth working on the floor. To hang the backdrops there is \$19,000 worth of counterbalanced lines in the blg main studio. This capital investment. Holden believes, will pay for itself within a year by allowing for assemblyline creation of scenery.

Scenery.

Because of the ample storage facilities, Holden has devised a "non-expendable" system of set production. All flats, platforms, backdrops, doors, windows, etc. are made in standardized units which

Tele Follow-Up Comment

"Enter Madame," a pleasant little farce, was given a good ride on "Philco Summer Playhouse" Sunday night (7) via NBC-TV. Story of a fiamboyant opera star and her attempts to save her marriage, the play was excellently acted by Carol Goodner as the diva and Philip Bourneuf as her husband. Comedy, penned by Gilda Varesi and Dolly Byrne and adapted for video by Fred Coe, who also produced, held little suspense, telegraphing its happy ending from the first scene. But the thesping, production and direction were good enough to maintain interest. Madame," interest.

tion were good enough to maintain interest.

Miss Goodner and Bourneuf were given a fine assist by the supporting cast. Beverly Payne was sufficiently domineering as the other woman and Henry Barnard shone as the diva's son. Beauteous Rita Colton showed promise as his fiancee and Miss Goodner's menage of servants, played by Lilli Valenty, Joseph Kallini and Jasom Johnson, were standout. Show was played against the usually lush Phileo mountings and well directed by Gordon Duff. Sponsor and the Hutchins ad agency displayed fine showmanship in their introduction of the new 1950 TV receivers for the first time on the program. on the program.

Last week's DuMont "Playhouse Last week's DuMont "Playhouse" presentation, a video adaptation of a Michael Sklar script, "Dead of Night," was strictly amateur programming. Both the acting and direction were of a quality not calculated to advance the cause of television. At times it was downright embarrassing to watch what was going on.

It's been established that there's a definite place in TV for dramatic fare and that, under proper auspices and with good casting, it can receive superlative treatment. At this stage of the game there's little place left for the low-quality programming as exemplified last week on this DuMont showcase. last

week on this DuMont showcase.

Jack Carter is punching too hard as emcee of DuMont's "Cavalcade of Stars" but, as straight vaudeo, this show is steadily building in pace and quality. Saturday night's (6) layout ran off neatly with a noster of good, standard acts with Henny Youngman as headliner. Youngman's string of gags was uneven but, overall, his impact was okay in a straight comedic vein. Milton Berle, incidentally, received about a half-dozen plugs between Carter and Youngman who find that the mere mention of Berle's name is good for a laugh.

Rest of the bill included the standout acro-balancing of Vic & Adio and two neat hoofing teams in Three Business Men of Rhythm and Mary Raye & Naldi. Nitery and legit songstress Joan Merrili scored strongsty with a torch ballad while Ethel Smith, on the organ, rounded out the show with some farey instrumentation.

First full use of television's splitscreen for a dramatic show came
off technically without a hitch on
NBC-TV's "Lights Out" Tuesday
night (2). Half-hour stanza, based
on Harry Junkin's "Long Distance"
radio script, Half-hour stanza, based
in its story of a wife making a
desperate last-minute_attempt to
stay her busband's execution. But
despite the fine technical work,
story and generally good acting,
the impression remained that the
show would have had even more
sock on radio. Those mental images
than can be evoked by such a script First full use of television's split-

Cutain was rung down on three straight years of Swift-sponsored television shows Thursday night leevision shows the following the producer Lee Cooley's intricate TV producer Lee Cooley and project Leanny Ross, featured hongstress Martha Wright and the songstress Martha Wright and projected and projected neatly his amiable personality. Same went for Miss personality Same went for Miss personality. Same went for Miss personality Same went for Miss personality. Same went for Miss personality Same went for Miss personality. Same went for Miss personality Same went for Miss personality Same went for Miss personality. Same went for Miss personality Same went for Miss personality Same went for Miss personality. Same went for Miss personality Same went for Miss personality Same went for Miss personality. Same went for Miss personality Same went for Miss personal

Robert Q. Lewis, subbing for the star on "Arthur G od frey & Friends" Wednesday night (3) via CBS-TV, had a smash show for the first half of the hour-long stanza, introducing enough novelty and iliarity into the script to rate him his own TV spot when Godfrey returns. But the show's second half slumped via some poor scripting and Lewis' apparent tiredness, and it became just another vaudeo presentation with little punch. This was despite the efforts of Benny Fields in the closing spot, who showed nowhere near his usual top form because of too-heavy attempt at nostalgia.

That first 30 minutes, though, presented a mark for many established comedians to shoot at. The was loaded with yockful material, including a fade-in on a simulated Metro trademark, with Lewis in the lion's spot; a very funny satire on Milton Berle's Texaco show, replete with the Mariners' Quartet as the four Texaco men, and a well-managed monolog by Lewis a la Berle. Also smash was a recording of Godfrey's voice, cut in advance, which Lewis mouthed in synch with the tisk. But, that was it. Balance of the program, including the Mariners, Janette Davis and Bill Lawrence, all Godfrey regulars; Paul Remos and His Toy Boys; Cyril Smith, and Art Carney, was pleasant but average viewing.

Fields might have been okay if he'd done a couple of complete tunes but the "and-then-I sang" routine, based on Lewis' leafing through his book of clippings, did not make it.

"Mama," CBS-TV's situation comedy series picked up Maxwell

"Mama," CBS-TV's sit u at i on comedy series, picked up Maxwell House as a sponsor Friday night 15) while continuing the top-quality standards of production and acting set for the show as a sustainer. Series is based on Kathryn Forbes' novel, "Mama's Bank Account," from which the legit and film versions of "I Remember Mama" were adapted, and is unofficially referred to by CBS exes as the "Scandinavian Goldbergs." Title might be apt, since the show has the same warmth and intimacy that put "Goldbergs" among the top TV 10.

Title might be apt, since the show has the same warmth and intimacy that put "Goldbergs" among the Ty TV 10.

Friday night's program presented a well-scripted story of the near-catastrophe that almost hits the family when "Papa" decides to go into the contracting business on his own to give his children the advantages a nouveau-riche neighbor is bragging about. Cast, with Peggy Wood as "Mama" and Judson Laire as "Papa," was uniformly excellent. Production by Ralph Nelson and Carol Irwin and Nelson's direction were standout. Commercials were woven neatly into the script as part of the diary being penned by Rosemary Rice as the daughter. Maxwell House and Benton & Bowles ad agency on the account, wisely confined the plugs to the opening and closing spots, letting the story run its course.

with Bert Parks on a two-week vacation, Jimmy Blaine has moved into the emcee spot on ABC-TV's "Stop the Music." Blaine, a tall, young Kansan who is the regular male vocalist on the bonanza stanza, turned in a fair job. He kept strictly to the pattern Parks has set—maintaining a rapid-fire tempo in his telephonic chatter with contestants, injecting himself into the acts and warbling a couple of tunes. Although he started off a bit nervously, he warmed up to the multitudinous chores and carried them off well. He was glib and personable, particularly in a production number or "Schnitzelbank." And with Dennis James (Continued on page 40)

(Continued on page 40)

FAIR EXCHANGE Producer: Mary D. Chase Director: Lee Hall 30 Mins.; Fri., 6:30 p.m. Sustaining WNHC-TV, New Haven

This Connecticut hamlet, long recognized as an ace breakin spot for pre-Broadway legit, added another facet to its tryout setup when it premiered this new tele series as a warnup for eventual potential national sponsorship headquartering out of New York. Taking a leaffrom the current legit springboard plan that finds it an economic advantage to launch prospects via the strawhat circuit rather than the more expensive metropolitan layout, this newcomer which had been conceived and prepared in Gotham was transported here bag and baggage for its premiere at a saving of considerable shekels.

Preem Fri. (5) provided an exrecognized as an ace breakin spot

ing of considerable shekels.

Preem Fri. (5) provided an excellent showcase of program's possibilities, these being something well worth a sponsor's close scrutiny. Capable of production on a shoestring, aside from station charges, show involves no paid talent, participants being voluntary moments, and even giveaways are moppets, and even giveaways are promoted via the free plug system. Programs require practically no rehearsal and entries are procured at a minimum of expense simply by mail application.

and a minimum of expenses simply mail application.

Ilalf-hour show gets a surprising amount of action into a formula that requires no settings whatever—just two rows of kids semicircled around an m.c. Participants have brought with them various articles they want to swap with each other. Resulting banter and barter lends itself to a wide scope of audience reaction ranging from comedy involving one tot hawking her white mouse, to a case of sympathy for a lad who persistently tries to dispose of a book, with no takers. Idea presents tremendous appeal for youngsters seeking participation and provides enterparticipation and provides enter-taining viewing for adult, as well as kid, audience.

as kid, audience.
First show came over smoothly, with only minor technical short-comings. Camera and mike well handled, former having to buck an awkward floor-seating arrangement that sometimes hid the articles being swapped. Tom Romano turned in a capable job as m.c., with the kids taking kindly to his style of verbal exchange.

Tentative plans call for national carries are considered to the construction of the constructi

rentail exchange.

Tentative plans call for national sponsorship tied in with approximately 13 local outlets on a basis whereby national sponsor would foot time charges and local sponsor would pick up tab for individual bood with the contraction of the contrac local production. Bone.

MIXED DOUBLES With Billy Idelson, Ada Friedman, Rhoda Williams, Eddy Fire-stone, Calvin Thomas Producer-director-writer: Carleton E. Morse 30 Mins.; Fri., 9 p. m.

E. Morse
30 Mins.; Fri., 9 p. m.
Sustaining
NBC-TV. from N. Y.

"Mixed Doubles," while not a yock-filled situation comedy, comes across as an entertaining light drama with good possibilities. Dealing with the trials of young married life, it avoids many of the clickes by locusing on characterization.-rather than time-honored brouides.

Story has two newlywed couples living side by side in one-room apartments. The men are both underpaid copywriters in the same ad agency and their wives are hard put to make ends meet on their seanty pay checks. Similarity of their situations requires imaginative scripting and direction differentiate between the pairs, and this Carleton Morse has been able to do. Billy Idelson plays a hypochondriac, unaggressive breadwinner with Ada Friedman cast as his serious homemaker. For contrast, Eddy Firestone is a healthy go-getter and Rhoda Williams the more glamorous, frivolous spouse.

On the preem '5) both males were competing for a promotion

On the preem (5) both

MaxBowles.

Wisely
pening
series of the preem (5) both males
were competing for a promotion
on the job, with the result that
estory
on-week
moved
to move the job, with the result that
on the job,

EVALYN TYNER SHOW
With Ted Alexander and Johnny
Smith; George Duffy, Drucle
Snyder
Producer: George Hill
30 Mins.; Fri., 10 p.m.
Sustaining
WMAL-TV, Washington, D. C.
Evalyn Tyner, local gai who has
nade good on the hig fime, returns
to home base to headfilm town's
first regularly scheduled telecast
from a local hotel. Show originates
from the plush Embassy Room of
the Statler Hotel, with both station
and the Statler reaping benefits
from the arrangement.
Miss Tyner is above criticism in

Miss Tyner is above criticism in her performance on the ivories. Fortunately for video, besides being a consummate artist, and a versatile one, she is also a visual one. There is constant interest in being a consummate artist, and a versatile one, she is also a visual one. There is constant interest in her playing for the cycs as well as the ears. Her hands, her face, and even her feet are part of it. It is to the credit of the cameramen who man the pair of camerasthat they manage to get it all in. The TV audience actually gets a better view of all the factors that go into this gal's hep piano playing than the live audience in the room. In addition, the video camera does better by Miss Tyner's lively personality than the still camera, which is generally unfattering to her. Some shots, of course, do not show pianist in hest light, but general effect is good.

Format of program, now in its fourth week, is still being juggled around by producer George Hill. Up to now, star has emceed her own numbers giving it a homey, informal touch. However, tripling as musician, emcee and interviewer is strenuous, and probably accounts for the occasional breathlessness.

is strenuous, and probably accounts for the occasional breathlessness

as musician, emcee and interviewer is strenuous, and probably accounts for the occasional breathlossness in Miss Tyner's voice. Plan to switch to announcer for straight announcing chores may help.

With la Tyner are her "regulars," Ted Alexander, who handles the vocals and the violin cello, and Johnny Smith, drummer. The trio have been working together here for years, and operate smoothly as a team. Alexander's vocals are pleasant, and he is photogenic to boot. Cameras switch from face to face and instrument to instrument to add variety. Interesting gimmick is that audience is assured it is never televised, an angle that has been kidded by local press as protection for two timers. There's no question, however, that telecast, with resultant excitement of the cameras, the truck parked outside for the remote pick up etc., has all hypoed biz on what is normally the dullest night of the week.

Sidelight of the program is the between-balves interview.

nypoed biz on what is normally the dullest night of the week.

Sidelight of the program is the between-halves interview. Plan is to accent show biz, rather than government personalities. Latter are taken care of in the informal Tyner chitchat, with the inevitable, "And over there is Sen. So-And-So." Guests at last telecast (5) were George Duffy, the Statler maestro, who normally does not appear on the program, and Drucie Snyder, daughter of the Secretary of Treasury, and emicee of a video program of her own on a rival station. Interview is completely off the cuff and informal.

WMAL-TV, the ABC outlet here, is shopping for a sponsor for this one. Prospects are good, with the Tyner name a big one in these parts. There's no talk yet of this going net, but, of course, nobody's saying "no."

MOVIE TOWN RSVP
With Carroll Carroll, Helen Ferguson, Jack Johnstone, Dick Lane,
Bud Stephen
Producer: Phil Booth
30 Miñs., Sun., 7:30 p.m.
Sustaining
KTLA, Hollywood
Put to filling the time of the
defecting Mike Stokey, who moved
over to KTTV under sponsorship,
KTLA's Klaus Landsberg reasoned
that inasmuch as home viewers
have come to expect charades at
that Sunday night hour, that's what
they would get. And what they're
getting is pantominery, not quite
up to the Stokey grade but entertainment of its kind.
Turn is worked a little different

up to the Stokey grade but entertainment of its kind.

Turn is worked a little different
from the general run of charades.
Panel of three presides at the
studio while at some remote spot,
in this instance the Town House,
class hostelry, Dick Lane puts a
few volunteer plants and pickups
through the motions conforming to
the title of a song, quotation, saying, ctc. Panelists are Carroll Carroll, radio scripter and agency
exec; Helen Ferguson, onetime
stage star and now running a publicity office, and Jack Johnstone,
radio producer. Bud Stephen, who
replaced Keith Heatherington, has
the appearance but not the voice
for emce of the guessing end.

It might just as well been the
double Carroll all by himself for
all the help he got from the others.
He was on top of the charaders
(Continued on page 40)

RUTHIE ON THE TELEPHONE
With Ruth Gilbert, Philip Reed
Writer-Producer: Goodman Ace
Director: Fred Rickey
5 Mins., 7:55: Daily Except Wed.
PHILIP MORRIS
CBS-TV, from New York
(Bious)
"Buthis on the Telephone

CBS-TV, from New York

(Biow)

"Ruthie on the Telephone."
Goodman Ace's capsule package, represents the first serious attempt to inject a new programming element into television, somewhat paralleling the comic strip technique of the dailies. Idea is a video elaboration of the onetime comedy insert on the Robert Q. Lewis CBS radio show in the days when Ace was doing desk duty at the network and contributing a writing assist to the Lewis stanza.

As a TV novelty, the slotting of a five-minute casy-to-take coniedy format has considerable merit and may establish a pattern in breaking away from the traditional half-hour and quarter-hour program formula. Like the comic strip, too, it can provide an abbreviated fillip to daily viewing habits.

Ruth Gilbert (already familiar to TV vinowers as the Mer. Bruth but-

provide an abbreviated fillip to daily viewing liabits.

Ruth Gilbert calready familiar to TV viewers as the Mrs. Ruth Duttern on the "Goldberg" show, is reprising her telephonic bit (with its inevitable "Let's not fight it—it's higger than the both of ns.") with Philip Reed doing TV duty in the ex-Robert Q. radio rule on, the receiving end of those Gilbertisms. There's a split-screen effect and it's natural for the two-way by-play—and in this case it's all done with the aid of mirrors.

As a daily dict, even as a four-minute showcase tallowing the other 60 seconds for the Philip Morris commercial), the onus falls on Ace as the writer. Idea behind the gal's relentiess pursuit by telephone of a guy who'd rather be left-alone is a good one, but only as good as Ace's scripting will allow, initial airing suggested that Acc's reputation for tossing off those pithy commentaries and barbs should make "Ruthle" an entertaining TV briefie, although the initial two installments erred in failing to establish the premise for the show.

Rose.

NEWSWEEK VIEWS THE NEWS
With Ernest K. Lindley, moderator: guests
Director: Les Tomalin
30 Mins., Mon., 8 p.m.
Du Mont, from New York
Newsweek mag has come up with an interesting and workable format for a video digest of the news. Cut into a series of spots averaging about five minutes each, show ranges over a wide diversity of important material in the style of the mag publication. Show stems from a cooperative deal in which Du Mont supplies the time and gets a firstrate public affairs program, while Newsweek gets a big plus.
Show opens with a battery of the mag's top editors briefly summarizing latest developments in the news. The fact that newspapermen like Ernest K. Lindley, Kenneth Crawford and Chet Shaw lack the facile manner of regular air comentators doesn't burt too much.

facile manner of regular air com-mentators doesn't hurt too much

facile manner of regular air commentators doesn't hurt too much. They compensate by deliverving the news authoritatively without reading from scripts.

Bulk of the show is devoted to interviews of leading figures in various fields. On show caught, Dr. Hart E. Van Riper, medical director of the National Foundation of Infantile Paralysis, was queried on the current polio epidemic; William Kelley, manager of the New York division of the Atomic Energy Commission, explained aspects of atomic energy production while other guests discoursed on air air power and new advances in lighting and lamps. It was a well-rounded review with plenty of visual devices to sustain interest.

PRACTICE TEE
With William P. Barbour, guest;
announcer. Tom Manaler
Producer: Stuart Buchanan
Director: Charles Ranaler
IS Mins, Frl., 7:30 p. m.
NBC-TV. from Cleveland
WNBK's first regular network
presentation is an effort to help
the already exposed golfer to correct his game. On hand to do the
teaching is William P. Barbour,
golf pro at Sleepy Hollow Country Club, and a patient man with
a difficult pupil.
This is not a show for the man
just planning to take his first step
on the links. He's able to pick
up a suggestion or two, but the
program is not geared in his direction. The man who has been on
the course and who still slices,
hooks, etc. will find many tips
from Barbour's suggestions to the
pupil of the week who presents a
different problem.
In stanza caught (5) camera
work lagged behind several of the
key moments of explanations, but
overall work made for nice, clear
pictures. Background scenery was
fine workmanship.

Seen Deterrent to More Price Cuts Mont's move last week in the franchise chief Ernest A. Marx after learning its receiver franchise chief Ernest A. Marx after learning that Macy's, N. Y.'s largest departistore, because of the store's established prices was trimming that been learned to the store of the store's established prices was trimming that have been learned to the store of the store's established prices was trimming that have been learned to the store of the store's established prices was trimming that have been learned to the store of the store's established prices was trimming that have been learned to the store of the store's established prices was trimming that have been learned to the store of the store of the store's established prices was trimming to the store of the store's established prices was trimming to the store of the store's established prices was trimming to the store of the st **DuM's Cancel of Macy Franchise**

Du Mont's move last week in cancelling its receiver franchise with Macy's, N. Y.'s largest department store, because of the store's price-cutting tactics is expected to help stabilize the price lines with all DuMont dealers. Move was all generally hailed in the trade, meanwhile, as being generally beneficial to the entire industry, since it might convince other retailers that it doesn't pay to cut prices.

Hassle started with the lifting of prices.

Hassle started with the lifting of

new 1950 line of receivers. DuMont itself will not sell sets to the store, it is believed the re-tailer is getting them from some other source. But, in line with the pending court order, the new re-ceivers are being offered at straight list price.

Tele Chatter

New York

Jack Mangan, emcee of WJZ-TV's "Ship's Reporter," prepping prepping a book of the same title based on his celeb interviews. Chick Vincent Co. will publish this fall... Mark A. Forgette, former exec director for Harold E. Stassen and ex-aide to Gen. Mark Clark, has been appointed northwestern sales rep for United Videograms Brooklyn Union Gas Co. disputes Consolidated Edison's claim to being first public utility in N. Y. to enter video advertising, by virtue of buying "Telepix Newsreel" on WPIX. B'klyn outfit points out it has been participating in WJZ-TV's "Market Melodies" five days weekly, since early June... Doris Frankel, whose play, "What's To Love," has been sold to Brock Pemberton for Broadway production, is writing scripts for "Suspense" and "Actors Studio."

"Points of View," new series of discussion programs on current a book of the same title based on

berton for Broadway production, is writing scripts for "Suspense" and "Actors Studio."

"Points of View," new series of discussion programs on current events, preems tomorrow night (Thurs.) on Newark's WATV at 8 o'clock . . Ed Nofgrer, w.k. cartoonist, subbing for Chuck Luchsinger on ABC-TV's "Cartoon Tele-Tales" Sunday (14) while the latter takes his first vacation since the show preemed 15 months ago . . Bonafide Mills preeming new fall TV package, "Bonny Maid Floor Show," Aug. 26 via NBC-TV. Starring George Givot, the program is packaged by Basch Radio and Television Productions . . . Film Equities Corp. moved to new and larger quarters. Company prez Irvin Shapiro is currently once-overing foreign production on a six-week European junket . . . Conrad Thibault guesting Sunday (14) on Jacques Fray's "Music Rooms" via ABC-TV . . "Mary Kay and Johnny" which has been aired as a 15-minute across-the-board sustainer via NBC-TV, returning to its original half-hour, once-weekly format tomorrow (Thurs.) on the same net . . . Eight members of the original "One Man's Faimly" radio, cast have been brought to N. Y. for the TV production by producer Carleton E. Morse. They include J. Anthony Smythe, Russell Thorsen, Bernice Berwin, Page Gilman, Thomas Collins, Laurette Fillbrandt, Billy Idelson and Mary Lou Harrington.

Hollywood

Hollywood

A&S Lyons is peddling Leo
Guild's "Wizard of Odds" to television. According to Lyons office,
deal for sponsorship ls near the
linking stage for video with radio a
possibility following teevee debut.
Phil Baker and Jay Stewart are being considered for encee roles . . .
Mini-Films has completed pilot
reel in a proposed series on makeup for women. Pix are being offered to a national sponsor for
\$5,000 per 15-minute segment. Production cost on initialer in series
ran \$3,000. Film was produced and
directed by Bennett Ross and features Ern Westmore . . Melvin
Levy will rewrite "Ringside" telescript for Eclipse Productions.
Series has been set to star
James Gleason and feature Mickey
Walker . . Apex Films has completed the first six "Lone Ranger"
telepix for General Mills. Company
will lay off until September when
it will go out on location again to
roll final seven in the 13-week series . . KTLA is telensing the
midget auto races from Culver City
. "Bozo's Circus," Capitol Records' show produced by Al Simon,
will be kinescoped by KTTV for
sponsor presentation.

Chicago.

Chicago

Chicago

WNBQ promotion manager Hal
Smith took second prize in Benton
& Bowles NBC station promotion
for "Who Sald That?"... WGNTV operations director Vern
Brooks on month tour of Europe
checking TV operations... ABCTV sports announcer Wayne Griffin picked as top TV spieler by
Wrestling As You Like It mag.
Griffin and Vince Garrity handle
bouts from Rainbo arena...
WTMJ-TV's "Gordy's Guessing
Game" scoring so strong on mail
pull the Milwaukee station is planning to sked Gordon Thomas as a
regular fall feature Bill Kusack
appointed chief engineer at WBKB.
He joined B&K indie in 1940
Indie producer Tom O'Brien on vacation Golf champ Sammy
Snead guested on WGN-TV's "Pars,
Birdies and Eagles" ABC-TV
actor Mike Wallace to Marblehead,
Mass., and New York for combined
biz-pleasure Frie Simon of
WBKB off to Hawaii and India
after inking contract with sponsor
RCA Victor dealers that will screen
him five weekly instead of three on

"Curbstone Cut-Up"... Shirley Dinsdale and "Judy Splinters" moved back to Coast Fri. 63 after winding up NBC-TV series here solded in screening techniques... Sarra film producers launching "Clumsy Cuthbert" series as a goide in screening techniques... NBC-TV's Fourth Chi studio rushed to completion for return of "Kukla Fran and Ollie". WGN. TV's Bob Hibbard and Len Bactholomew on vacations in north woods. WBKB promotion manager Red Quinlan taking two weeks absence for work on tele novel.

London

London

Shortened version of "Tuppenee Coloured" with Joyce Grenfell, Max Adrian and Elizabeth Welch In their original roles will be featured Aug. 26... How to read history on the highway is the theme of a talk by John Read on inn signs, to be telecast with photographs and drawings Aug. 19... 150th anniversary of the birth of Pushkin will be marked by the presentation of "The Queen of Spades," adapted from his short story by Mervyn Mills with Albert Lleven in the lead ... Agatha Christie's "Ten Little Niggers" will be on the air Aug. 20 and leading roles will be played by John Bentley, Arthur Womtner and John Stuart ... Final test match between England and New Zealand from the London Oval will be broadcast on the afternoons of Aug. 13, 15 and 16, with Brias Johnston and E. W. Swanton as commentators.

Kaycee's Polio Series

Maycee s rollo deries

Kansas City, Aug. 9.

What was to have been a special
events broadcast from the polio
ward of St. Luke's Hospital here
proved so beneficial to patients and
their families that it has been put
on a regular two-per-week hasis
by the hospital and Station KCKN.
George Stump, KCKN's chlef of
production, set up the original
broadcast with Melvin Dunn, as
sistant superintendent at the hospital, in view of the current intense interest in polio.



The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations ask about our new sales plan!

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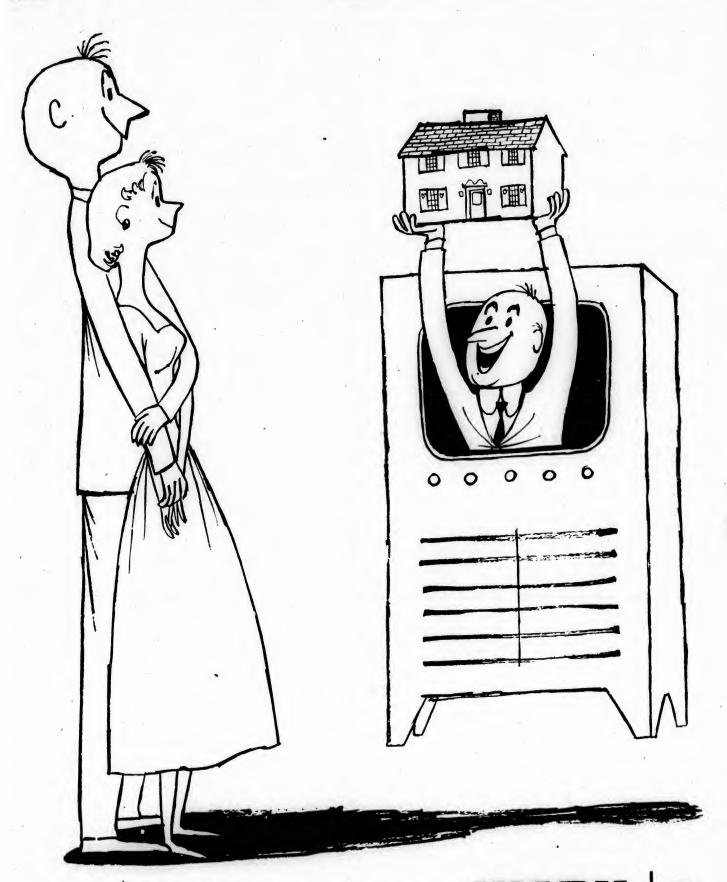
- Irene Dunne
- Florence Eldridge
- Geraldine Fitzgerald
- John Garfield
- **Paul Henried**
- John Larkin
- Fredric March
- Jan Miner
- Lizabeth Scott
- Marta Toren

for making "Eight By Request" (reprise of eight best programs from 'Radio City Playhouse') a most pleasant and successful series.

Harry W. Junkin

RADIO CITY PLAYHOUSE, NBC . . MONDAYS, 10:30 P.M. EIGHT BY REQUEST, NBC . . . TUESDAYS, 8:30 P.M.

Personal Representative: MARTIN GOODMAN, 38 East 57th, New York City



WCAU-TV is following in the footsteps of WCAU-AM, which built its phenomenal listener response from the start on local loyalty. Philadelphians began to say that WCAU-AM was their station . . . developed the listening habit. . . . It's working out that way for WCAU-TV, too. In an average week, we televise 28 local shows, with 325 people taking part. Their families, neighbors and friends are selling for you. And this suits us to a TV, because it's nice to see this history repeat itself. So use WCAU-TV to reach the local buyers who count.

WCAU

AM FM

The Philadelphia Bulletin Stations

Cincy's Daytime Video Rivalry Gives Impetus to Programming

Competing for early afternoon audiences with the new WCPO-TV's noontime kickoffs, Crosley's WLW-T last week added two hours WI.W-T last week added two hours of its daytime schedule, Monday through Friday. In advancing the opening of telecasts on those days, WI.W-T came up with four new live shows. Ten-hour salvo of talent block programming is aimed at femmes and juves at times when the Scripps-Howard video station is heavy with disk jockey routines. Cincy's third TVer, WKRC-TV has a 5.15 p.m. starting time.

a 5:15 p.m. starting time.
Women's segs top the new programs. First of these features Rita Hackett, who has already developed a high night rating with her weekly 'Club' '49' series. In her latest show, from 2 to 2:30, she is the editor of a magazine called "Now!" subtitled "For the Modern Woman." Miss Hackett is assisted by Honor Nicholas, who advanced from the WLW-T makeup ranks to show in front of the camera. "Tea Time." a second new series, from 2:30 to 3, is processed by Crosley's special broadcast services division, under supervision of

tees division, under supervision of Katherine Fox. Central personality is Skippy Knoop, who ties in promotion of civic events with chatter and musical interludes. John Chester Smith, tenor, and Ann Ryan, soprano, are guests on alternate programs: ternate programs.

Tots are targeted from 3 to 3:30 years service, and in a combo of fairy-tale telling and of ulcer coddling.

NANCY

'Bit O' Heaven In Song'

Currently Appearing at the CAPITOL New York Thanks to Sidney Piermont and Harry Romm

charcoal drawing called "TV Wonderland." Rudy Prihoda is the artist and narration is by Jana Hoffman. Juves are invited to do Interpretations of figures described in stories and submit them for prizes. A general rustic entertainment stanza has the 3:30 to 4 p.m. slot. Titled "Haystack Hoedown," it merges with a similar show, "Curtain Time," which previously opened the daily airings at 3:45. There is a wide range of WLW rural talent for this giddap.

From 4 p.m. on the schedule re-

From 4 p.m. on the schedule remains as was, with "The Merrymans," Bob Merryman announcer, and his actress wife, Mary Lou, in a domestic set, followed by "Magic Telekitchen" at 4:45 and "Junior Jamboree" at 5.

Another added starter last week, Another added starter last week, separate from the revised afternoon schedule, is "Paul's Place," with Paul Hodges, comic. in a luncheon setup, 6:30 to 6:45 p.m., four times a week.

BURNETT'S CLUB FOR VETS

Chicago, Aug. 9.
Leo Burnett agency took a look
over its shoulder at 14 years existence last week (5), and decided
to induct 63 agency staffers into a "Five Years and Over" club. Those tapped got special neckties for men and lapel pins for women.

Breakdown includes six with 14 ears service, and 23 with 10 years

New Tele Biz

WGN-TV, Chl, reported White Eagle Brewing will sponsor first half of Madison A. C. boxing bouts for 22 weeks, once weekly, through Gerald Sheilds agency; Newart Co. will sponsor DuMont teletranscribed "Front Row Center" for 52 weeks, once weekly, through William Futterman agency; and announcements for Ruby Chevrolet through W. B. Doner agency. WBKB, Chi, reported announcements for Alliance Manufagturing through Foster & Davies agency. Cleveland; Canadian Ace Brewing through Louis Weitzman agency; Balaban Floor Covering through trying Rocklin agency; and Oldsmobile through D. P. Brother agency, Detroit.

WENR-TV, Chi, reported Stewart-Ashby Coffee has renewed the 15-min. 'Paul Harvey News' once weekly for 52 weeks through Roche, Williams & Cleary agency; and announcements for Ruby Chevrolet through W. B. Doner agency; Dad's Root Beer through Malcolm-Howard agency.

WNBQ, Chl, announced participations by Kaiser-Frazer Distributors through Malcolm-Howard agency, and Chicago Motor Club through Agency Service Corp., both in Herbie Mintz piano show "But Not Forgotten."

Catholic B'casters Name Fr. Peyton Prez At So. Bend Confab

South Bend, Aug. 9. The Rev. Patrick C. Peyton, director of "The Family Theatre" on Mutual, founder of The Family Rosary Crusade headquartered in Albany, N. Y., and the Catholic clergyman considered to have enjoyed the most spectacular success in radio, is the new president of the Catholic Broadcasters Assn. He was elected at the second annual convention held In South Bend, and attended by Catholic broadcasters from 20 states, as well as from Canada and the Philippine Islands.

Islands.

Father Peyton, who divides his time between Albany, Hollywood and the road, and who has just returned from a European tour, was named to succeed Msgr. Francis X. Sallaway, director of radio for the archdiocese of Boston. Only other change in the official board of CBA was the election of Rev. Louis Gales, founder of the Catholic Digest, of St. Paul, Minn., to serve for a year.

Father Peyton, who presents a

cationic Digest, of 20, Faut, Milling to serve for a year.

Father Peyton, who presents a weekly dramatization over Mutual to foster family prayer, with film stars donating their services, and who offers three special shows via the same network for Christmas. Easter and Mother's Day, probably will essay television, too, the coming season. He started with a Rosary program over WABY, Albany, seven years ago. Bing Crosby broke the Hollywood ice for "Father Pat" by agreeing to appear with Cardinal Spellman and the parents of "the five Sullivans" on a Mother's Day program on Mutual in 1945.

Robby Lantz With Gibbs

Robert Lantz, formerly head of the Berg-Allenberg Coast agency's New York office, has joined the John E. Gibbs & Co. agency as an associate. Lantz will handle legit and film talent and story proper-tles for the Gibbs office, which has been dominantly in radio and tele-vision.

With Lantz's teamup, the Gibbs agency will take over representation of Berg-Allenberg clients in New York as well as repping the Christopher Mann London agency. Berg-Allenberg recently closed its N. Y. office in an economy move. With Lantz's teamup, the Gibbs

Pittsburgh — After nearly 15 years on WWSW, Rev. Jack Munyon, the radio evangelist, has
switched to WPIT While Billy
Hinds is vacationing, Buzz Aston
has his old femme sidekick,
Jeanie Regal, on KDKA's Buzz and
Bill show with him. They used to
be the team of Buzz and Jean before he went into Army. Joe
Mann has resigned from the KQV
Mann has resigned from the KQV
announcing staff to freelance
Roscoe Rider has joined the
WWSW engineering department to
work the all-night 1500 Club program.

Inside Stuff—Radio

Current issue of Harper's magazine includes an article on the Rev. J. Harold Smith. who broadcasts seven days a week on a southern Bible Belt network. Piece points up some of the dangers of pald religious broadcasts and relates the war of the reverend against WFBC, Greenville, S. C., WSPA, Spartanburg, S. C., and WNOX, Knox-ville. Reason for the boycott by the preacher, who says he learned much from the broadcasting technique of the late Huey Long, was that the three stations refused to take his paid religious airers. As a result, he and his wife became principal stockholders in a religious organization which operated WIBK. Knoxville, until the FCC decided not to validate its license. His daily serunons, however, are still aired by a network of southern stations and are also beamed across the border from XERF, a Mexican station.

The magazine errs, however, in saying that "the large city stations are banning paid religious broadcasts." Recent trend is for the nets to accept more of this kind of business.

Before leaving for Europe. Eddie Cantor confabbed with Millon Biow, whose agency is handling "Take It Or Leave It," on which Cantor will star, for Eversharp. When the talk turned to Hooper and Nielsen ratings, the comic expressed his considered opinion that cold statistics don't prove much. "Take 'Crime Photographer,' for Instance, which your agency picked up for Philip Morris," Cantor said. "I'll bet you 100-to-1 you can't tell me the name of the previous sponsor." Biow was stumped. The previous backer, incidentally, was Toni.

Biow was stumped. The previous backer, incidentally, was Toni.

First regular committee meeting of the Foreign Language Quality Network, held at the offices of WOV. N. Y.. Mohday (8), has decided to limit participation, at first, to Italian and Polish language stations. Reason is that the body will be set up as a non-profit corporation and to speed the legal process the number of outlets to take part has been pared. It's expected, however, that Spanish broadcasters will be the next group asked to join.

The FLQN will include stations in 19 markets: Boston, Chi, Philly, N. Y., Scranton-Wilkes Barre, Pittsburgh, Cleveland, Buffalo, St. Louis, Washington, Milwaukee, Providence, New Haven, Toledo, Wilmington, San Francisco, Springfield, Los Angeles and Baltimore. One station in each market will be selected for membership, except where there is no conflict because one outlet broadcasts a foreign language during the day and another in the same city carries the language at night. Stations selected will provide full statisties on listenership, coverage, rate cards and similar information to Claude Barrere, who is serving as FLQN secretary. Taking part in the confab were Ralph Well, WOV topper, chairman; Frank Blair, WSCR, Scranton; George Lasker, WBMS, Boston; William Jory, WJLB, Detroit; and Samuel Sague, WSRS, Cleveland Heights.

IBEW Beats IA In L.A. Video Station Vote

Stagehards, traditionally JATSE, will be under the IBEW banner on KLAC-TV. In an election conducted by the National Labor Relations Board, station personnel voted to join the IBEW rather than the IA.

Covered under the IBEW ballot win will be all personnel but TV directors, not involved in the election. As a result of the voting, the IBEW gains as new members stage hands, scenic artists and makeup crews, totaling nine KLAC staff

IBEW gains as new members stage hands, scenic artists and makeup crews, totaling nine KLAC staff members.

Already with the electricians union at the station are cameramen, and their contract will be renewed although no date for negotiations on pact have not been set as yet.

IBEW will ask for increased wages for engineers and production staff with the exception of art directors who do not fall into IBEW jurisdiction. There has been no wage increase since KLAC-TV went on the air.

IATSE recently signed a precedental contract with KTLA, giving it jurisdiction over all technical workers. IBEW has pacts with KTSL and KTTV in addition to KLAC. NABET has KFI-TV, KNBH and KECA-TV under contract.

'Action Autographs' Due For Revival on ABC-TV

Chicago, Aug. 9.
Bell & Howell, encouraged by what it considers good viewer response, is reviving "Action Autographs" on ABC-TV, Sunday, Sept. 4. However, show will be moved out of the 9 p.m. spot it occupied before it was dropped at the end of June.

The camera account recently switched from Henri, Hurst & McDonald agency to McCann-Erlckson, which is handling the 15-minute Jack Brand production. New series will use more film and less live action, but will have few other format changes format changes.

Nashville — Marjorie — Cooney, WSM director of women's activities, left last week for a six-week tour of Ireland, England, France, Sw'zerland and Italy. She took along a 12-pound battery operated "Minitape" recorder with which she'll interview European celebs.

TOM MOORE SCRAMS 'LADIES' IN HASSLE

Chicago, Aug. 9.
Tom Moore resigns from
"Ladies be Seated" on Aug. 19 as
producer and emcee, with leaving
caused by clash over projected
New York economy move. ABC
five-a-weeker has been sustaining
for past half-year with Tom Moore
as associate producer.

as associate producer.
Moore has been emice on give-away for past two years. Partici-pater was sponsored by Toni and Quaker Oats this spring. Show amanating from Chicago. 2.00 to 2.30 (CDST) may move to New York or possibly be dropped.

MASON MEMORIAL FUND

San Antonio, Aug. 9.
A "Bill Mason Memorial Fund" is being raised by the San Antonio Chapter of the American Newspaper Guild.

Fund is to retain a special counsel during the trial of the deputy sheriff charged with the murder of the former program director of KBKI. Alice, following a broadcast.



"On an Island with You" Mgt.: LOU CLAYTON

WILLIAM SWEETS **BLACKLIST** IN RADIO

Thursday, Aug. 11, 8:30 P.M. HOTEL ABBEY, 149 W. 51 St. AIR CONDITIONED

Adm., 83c
Millard Lampell, Chairman
ther Prominent Radio Personalitle
VOICE OF FREEDOM COMM.
Radio-TV, ASP

NOW featured on MUTUAL Network SUNDAYS 1:30 p. m. MONDAYS. thru

FRIDAYS

12:30 p. m.



RECENTLY COMPLETED RECORD BREAKING 13 WEEK "RETURN ENGAGEMENT" AT THE VERSAILLES, New York

(booked back for this engagement within 9 months)

Followed with a most pleasant chore with Don McNeil and his Famous Breakfast Club via ABC Network . . . (Thanks Don McNeil).

Per. Dir-MCA (Thanks Dick Rubin) Press Relations-Frances E. Kay & Co. DAVID BROEKMAN

Simplification of buying and selling video advertising is being launched today (Wed.) at the new Broadcast Advertising Bureau by a special committee on standardization of television rate cards and contract forms. Starting the ball rolling is a five-man nucleus from the Television Standardization Group, an adjunct of the NAB's sales managers executive committee.

Chairing the special committee is Eugene Thomas, manager of Chairing the special committee is Eugene Thomas, manager of WOIC, Washington, who also heads up the larger group. Meeting with him will be E. Y. Flanigan, WSPD-TY, Toledo; John E. Surrick, WFIL-TY, Philly: James V. McConnell, NBC, representing the webs; and William Weldon, Blair TV, for station representatives. Staff work on the project will be handled by Charles A. Batson, BAB's assistant director in charge of tele. Group will have the records of another subcommittee of the NAB which planned the recommended format for AM and FM rate cards and contracts.

New York City's Television Unit, muny non-profit operation, will start shooting on two 10-minute shorts next week, as it nears completion of its 30-minute vidpic on housing. The one-reelers will deal with the school health program and the home-care hospital program. Clifford Evans, head of the TV unit, will offer the pix cuffo to local

Aversion of Chesterfields and Philip Morris to having their shows slotted back-to-back has forced CBS-TV to confine its five-minute "Ruthie on the Telephone" show to six nights a week, eliminating Wednesdays. Bankrolled by PM and packaged by Goodman Ace, "Ruthie" is aired nightly except Wednesday at 7:55, since the Chesterfield-sponsored "Arthur Godfrey & Friends" tees off that night at 8.

Around the Hollywood ad agencies they're asking with puzzled looks. "how'd he do it?" What stumps them is how Joe Rines could bring in a half-hour filmed teevee show with names for less than \$6,000. But it's Rines' secret, developed after a year's intensive study of cutting corners to save a buck here and there. Series of 26 films made by General Television Enterprises for Procter & Gamble cost \$10,000 for a similar length of celluloid. Rines not only turned out the pilot film of a series-to-come for less than \$6,000 but he had it telecast on NBC's eastern network by Colgate. Soap sponsor is said to have liked it so well that option may be taken on/another 12. For his cast Rines rounded up Dick Foran, Rosemary De Camp, Joyce Compton and Hans Conried and will use them intermittently.

Nat Fowler, ABC-TV film director, has inked a contract with Encyclopedia Britannica Films for 39 pix on an exclusive basis. To handle the syndication problem, pix shown in N. Y. on Sept. 4 will be aired in Chi on Sept. 11, in Detroit on Sept. 18 and in 'Frisco on Sept. 25.

Films are divided into three series—"TV Tot Time," "Other Lands, Other People," and "Industries for America." One pic from each series will be screened each week for 13 weeks.

Amsterdam, N. Y.—Cecil Wood-land, general manager of WCSS, Amsterdam, has been elected pres-ident of the Community Service Broadcasting Corp., operator of the

A Double Poser

With Maiden Form bras-sieres signed as one of the sieres signed as one of the Weintraub agency's participating clients on Dorothy Doan's "Vanity Fair" show on CBS-TV. agency and CBS execs were in a quandary last week over how they could plug the product. They realized they would not be able to use live models and figured use of mannequins would have no sales impact.

impact.

Harrassed men finally called in Miss Doan to get the woman's viewpoint. She told them frankly that women see nothing risque in buying brassieres and declared she could plug them merely by holding them up and pointing out their finer features, as a salesgiri does in a store. Agency and web toppers immediately hailed her solution as "stupendous," so the bras will take the air when the show resumes next month.

Crosley's Fulltime TV Sales Rep in Biz Bid

Cincinnati, Aug. 9. Crosley Broadcasting Corp. initiated an intensified campaign for time sales on its three TV stations with assignment this week of Theodore Fremd as fulltime New York sales rep. He recently was merchandising manager for the G. M. Basford agency.

Fremd huddled here last week with Marshall Terry, veepee in charge of television, and visited charge of television, and visited the Crosley video installations in Dayton and Columbus, O., as well as the Cincy one. He reports to Henry Mason Smith, veepee in charge of sales and will have head-quarters at the WLW sales offices in New York.

'Blacklist' Talk Slated by Sweets As RTDG Probes Into Charges

William Sweets, former Radio- and actors have commented on the Television Directors prexy who allegedly was forced to resign as dispersion of the Deliving M. Lord new union contracts are coming up new union contracts are coming up rector of two Phillips H. Lord shows because of his political beliefs, will speak at a meeting on the "blacklist" issue tomorrow evening "blacklist" issue tomorrow evening at the Hotel Abbey, N. Y. The con-fab has been called by the Voice of Freedom Committee and the Radio-Television division of the National Council of the Arts, Sciences and Professions Professions.

Professions.

Other speakers will include scripter Millard Lampell, chairman; actor Paul Mann; John T. McManus, former New York Newspaper Guild topper and now manager of The National Guardian, and Charles A. Collins, business agent of the Hotel & Club Employees Union.

Meanwhile "Counterattack Meanwhile Counterattack, anti-Communist newsletter which has been carrying charges about Communist infiltration in broad-casting, devoted the major part of its July 22 issue "Communist its July 22 issue "Communist causes that Sweets has openly supported." The paper pooh-poohs the existence of a blacklist, saying: "Just because one director is fired it's a blacklist! If it were a blacklist there would be mighty few party-liners in radio. Today there are many. And the 'situation isn't pretty. You can help to alleviate it by notifying the sponsor and the agency whenever you learn of a Commun'tt or fellowtraveler on the payroll of any sponsored program. And if you don't get results at first, keep pounding away."

Meanwhile the fact-finding com-

charge of sales and will have head-quarters at the WLW sales offices in New York.

Houston—"The Queen for a Day" radio show, m.c.'d by Jack Bailey will originate a series of three broadcasts over Mutual coast-to-coast from the Shamrock Hotel on Sept. 4, 5 and 6. Air show will be part of a big Food Show to be staged here.

Meanwhile the fact-finding committee of the RTDG has been gathering material, after meeting with representatives of the Lord office, in preparation of an exhaustive report to determine why three broadcasts over Mutual coast-to-coast from the Shamrock Hotel on Sept. 4, 5 and 6. Air show will be part of a big Food Show to be staged here.

new union contracts are coming up in many fields of broadcasting and that the anti-Commie hullaballoo is directed at splitting the unions. The fact that some actors, supposed to have been on the "black-list," have been hired does not disprove the existence of such a list but shows the effectiveness of the expose and the stand which the unions have taken, these radioites declare. declare.

Utility Sponsor Beams From Own TV Studio

Cleveland, Aug. 9.
The East Ohio Gas Co. is believed to have made video history
with its construction of a complete 20 by 50 foot telecasting
studio inside its own building for a half-hour commercial show over NBC's WNBK.

NBC's WNBK.

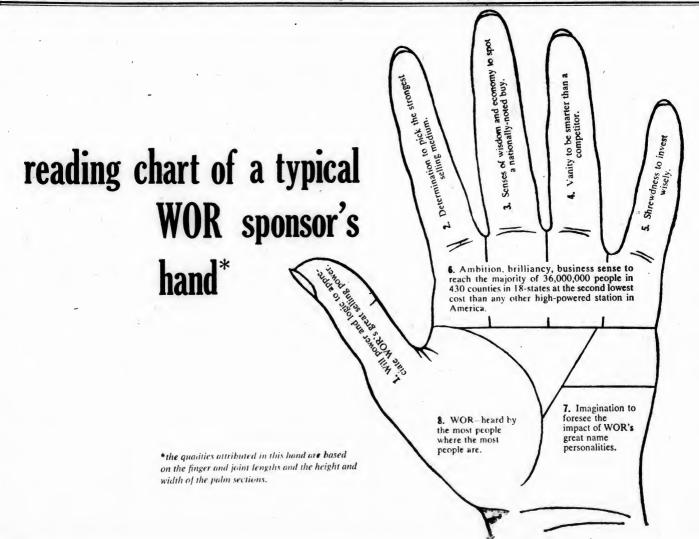
Called "Through the Kitchen Window," the show will be telecast Tuesday and Thursday for 30 minutes beginning at 2 p. m. East Ohio paid the compiete construction cost. Instead of microwave relays customarily used to transmit a program from outside the studio, a coaxial cable was laid the half-block distance from the Gas Building to NBC.

From more than 120 contestants, interviewed in nine cities, Miss

interviewed in nine cities, Miss Louise Winslow, formerly with WJZ, was picked to conduct the show. Miss Lucille Ryan, former-ly of New York radio, is production supervisor.

The show will feature cooking demonstrations, but will subsequently include other home-making and home-economics subjects.

Seattle—Bill Shela, formerly at KXRN, Renton, now announcing at KXA here. Don Hansen is a new announcer at RKSC and Al Morris has joined the sales staff at KRSC.



Television Reviews

most of the way and called the turn on nearly all that was guessed. He was sharp as a tack and beamed like a cherub at the camera. It's not surprising that he knew the answers, having been a top writer and researcher for all the years that Bing Crosby was in Kraft Music Hall. But it's still charades and you take it or leave it. Helm.

WORDS AND MUSIC With Barbara Marshall, Jerry Jerome Trio Producer-director: Duane McKin-

Producer-director: Duane McKinney
15 Mins.; Tues., Thurs., 7:30 p.m.
Sustaining
NBC-TV, from N. Y.
This 15-minute musical stanza,
which preemed Tuesday night
12\(\text{12}\) is to be an eight-week replacement for Roberts Quinlan and her
'Mohawk Showroom' program.
Judging from the show caught
14\(\text{11}\) it's a pleasant, tuneful interlude, albeit similar in production
technique and format to other such
programs on the air.
Songstress Barbara Marshall.

programs on the air.

Songstress Barbara Marshall, who carried most of the show, impressed with her middle-register pipes. An attractive blonde, she handled ballads, novelty and show tunes with equal facility and also demonstrated a good TV personality. She did most of the show sevied at the piano but moved about the set from time to time for the requisite action. Jerry Jerome trio, comprising a clarinet, accordion and bass (doubling on guitar), backed her nicely and evidenced good instrumental ability in their solo work. Bass player, in addition, worked a neat, harmonious duel with Miss Marshall

worked a neat. harmonious duet with Miss Marshall. Show was staged on an attrac-tive set, the small size of which was overcome by producer-direc-

JUDY CANOVA

AMERICA'S NO. 1

COMEDIENNE

WM. H. KING

Personal Management

A. S. LYONS

177 S. Beverly Dr.

Beverly Hills, Calif.

JUNIOR'S PET SHOW With Ed Kallay, guests Director-producer; Dick Jackson 15 Mins.; Fri., 6:15 p.m.

Director-producer: Dick Jackson
15 Mins; Frl, 6:15 p.m.
Sustaining
WAYE-TY, Louisville
Modest 15-minute show which
should prove appealing to the kids,
and grownups too, opens with Ed
Kallay, staff aniouncer, as prorietor of a pet shop, dozing during a tull in biz. Apparently the
summer slump has hit she pet shop
trade as well as other lines of
business. In walks a couple kids
with a dog and a parrot. Kallay
quizzes em as to the performing
talents of their charges, and they
proceed to have the dog sit np,
ride in a small wagon, and the like,
Pets were evidently struck with
stage fright for the response was
indifferent.
Next in with her pets was a

indifferent.

Next in with her pets was a teen-age girl, accompanied by a pet crow and a baby skunk (deodorized for TV). Kallay, as the kindly proprietor carried on a q.&a. sesh with the gal, bringing out some facts anent the proper method of domesticating the pets. Gal was photogenic, and registered with nice personality. The pets responded acceptably, particularly the crow which caught pieces of food in its beak, sat on gal's shoulder, etc.

etc. Simple set provided the pet shop background, and one of the kids, as well as Kallay, told the viewers that an invitation was extended to other kids who had pets to bring 'en up, and show 'em off on the television.

on the television.

Neat production job by Dick
Jackson, considering the unpredictability of animal pets, and camera kept participants well in focus
throughout. Might have possibility
for a dog food, or some such
sponsor.

Wied.

ROWENA With Rowena Frehse; Joe Mulvi-hill, announcer Producer-director: Jack Berker 15 Mins., Thurs., 7:30 p. m. WNBK, Cleveland

The captivating personality of Rowena with her 12-cord autohars makes for a restful post-supper Rowena with her 12-cord autoharp makes for a restful post-supper period. Singing the better known folksongs, Rowena shows her complete understanding of the song's background and true meaning. In fact, she introduces each piece briefly with just enough comment to entice interest. briefly

to entice interest.

Throughout the stanza, Rowena's personality and charm are major undertones that help highlight this easy-to-take stint. A simple background, subdued lighting, and nice transition by production and camera weave format into all-around fine quality.

Mark. fine quality Mark

Hartford — Robert E. Smith, longhair disk jockey at WTIC, has been appointed Hartford chairman of the Metropolitan Opera Guild.

NARND's Awards Panel

Minneapolis, Aug. 9.
Panel of four experts to judge
entries for the National Assn. of
Radio News Directors first annual Radio News Directors first annual awards has been set, it was announced by Sig Mickelson. NARND prexy. Judges are: E. R. Vadeboncoeur, general manager of WSYR, Syracuse: Prof. Mitchell V. Charnley, of the U. of Minnesota's School of Journalism; Wilton Cobb, general manager of WMAZ, Macon; and Robert K. Richards. National Assn. of Broadcasters press director.

Entries should be sent to Earle

Entries should be sent to Earle Smith, KMBC, Kansas City, Mo., before Aug. 31. Awards will be made during the NARND conven-tion in New York City, Nov. 11-13.

Tele Followup

Continued from page 35 =

also away, he took on the added task of handling the Chesterfield commercial, acquitting himself well. His forte, however, is more the relaxed type of assignment than the effervescent characterization of which Parks is a master.

Bronderst included assyrul good

Broadcast included several good roduction numbers, including a production numbers, including a sultry Latin - Americano dance. Betty Ann Grove niftily warbled Betty Ann Grove niftily warbled a couple of novelty lunes and Estelle Loring was so-so chirping some straight pops. Admiral com-mercials by the Tatlers were pleasant and the Chesterfield plug, using a leggy lass garbed as a pack of cigarets, was an eye-calching bit.

NBC's "Academy Theatre" presented Austin Strong's "The Drums of Oude" Monday (8) and the result was pretty academic. There was hardly a trace of real emotion or suspense in this drama of a British garrison in India in the mildst of a native revolt. Chiefly, it was the fault of an uninspiring script that never rose above the stale stereotypes of beating ritual drums, tight-lipped, stoical British Highlanders, massacre-mad Indians and icy English women "who take trouble like a thoroughbred."

The weaknesses of the play might have been overcome by a craftsmanlike production and sincere acting, but unfortunately the staging was inept and the cast phony and stiff.

Swift

Continued from page 33

starring Tex McCrary and Jinx Falkenburg. From then until April. 1948. Cooley and his staff produced an unbroken string of half-hour shows. exploring practically all conceivable daytime formats. It switched to nighttime programming In 1948 with the Lamny Ross series, which continued unbroken on NBC-TV until last Thursday.

During the three-year trial period the agency racked up a num-ber of TV "firsts." It had the first per of TV "hrists." It had the first stop-action film for a Swift com-mercial, was the first to adapt stylized scenery to video instead of using the literal theatrical ap-proach or vaudeville's backdrops and was the first to integrate film into a live show. In addition, Sinto and was the first to integrate film into a live show. In addition, Swlft staged the first remote water ballet from the Hotel Park Central, N.Y., pool) and the first indoor lee show. Through arrangements with NBC and BBC, Swlft had films of the British Royal wedding on the air in N. Y. 17½ hours after the event occurred, beating TV newsreels by a day and theatrical reels by half-a-week.

ITV to Pattern

Continued from page 32

of shows for submission to agencles of shows for submission to agencies and networks in the usual way. Instead, he said, "a thorough analysis is made on the specific product to be sold. This entails reviewing of the printed material, art work and radio programming, which has been employed in the product's best sales campaigns. Then, based on the plus and minus results of the product's case history. ITV prepares a full TV merchandizing and then exploitation campaign and then pares a full TV merchandising and exploitation campaign and then creates the type of entertainment which will lure the desired audi-

TTV will package both film and live programs and has atready completed several series of shows. But, White said, none will be sold to a network on a sustaining basis, in addition, to provide the best possible format for each individual

ctient. ITV will work on only one show of a kind at a time. Outfit will incorporate in its work several motion picture innovations, such as lensing most of the film in Kodachrome from which a black-and-white reversal print will be made. White expressed conviction that the process provides a better TV picture than does straight black-and-white film. picture than d and-white film.

While ITV's basic function will as a backage outfit, the firm be as a package outfit, the firm will also set up a distribution servwill also set up a distribution service for outside indie producers on a percentage fee basis. Product will then be leased to local stations for a certain period of time, similar to the states rights system of selling. All such product will be turned out with open ends, permitting the station to insert local ad plugs.

Following his resignation from the Selznick outfit. White estab-lished his own vidfilm production firm, conducting tests at Movietone Studios, N. Y., to work out format ideas. He then joined the newly-formed Lion Television Pictures. formed Lion Television Pictures Corp. as veepee and board member. He'll continue as a member of Lion's directorate. ITV has five associate producers in Hollywood and three in N. Y. and will soon appoint a veepee in charge of Coast operations and a sales veepee. Also associated with ITV is Robert M. Savini, prez of Astor Pictures.

CHI AUTO DEALER SEES 25% SALES HYPO IN TV

Chicago, Aug. 9.

At least one Chi auto dealer swears by television. In fact, he's so hepped up over a 25% sales increase he attributes directly to TV, that while one show is 26

TV, that while one show is 26 weeks through a 52 week contract. he's already skedded for another. Jim Moran of Courtesy Motors Co., new car dealers, is so pleased with what a wrestling show via WENR-TV has done for his biz that he has lined up a 13-week series of feature pix over WGN-TV, the series to start Aug. 28, and bringing to local televiewers the outstanding not-so-old pix leased by WGN-TV through WPIX, New York.

Moran has 26 weeks' sponsorship

Moran has 26 weeks' sponsorship of WENR-TV's wrestling show each Wednesday night, and is signed for an additional 26 weeks. He believes that TV has accounted for at least a 25% increase in sales, as well as a heavy increase in "floor activity" which helps to create future sales. activity future sales

WTMJ-TV, WBEN-TV Get New Nat'l Sales Reps

New television station representation firm of Harrington, Righter & Parsons last week signed as exclusive national representatives for both WTMJ-TV, Milwaukee, and WBEN-TV, Buffalo, effective Aug.
22. Both stations were formerly repped by Edward Petry & Co., for which the three heads of the new firm formerly worked.

According to A. H. Kirchhofer of WBEN-TV and Walter J. Damm of WTMJ-TV, the "problems of television make it highly desirable to utilize the service and sales effort representative engaged exclusively in television promotion

WLS Sponsors National Square Dance Festival

Chlcago, Aug. 9.

WLS general manager Glenn
Snyder, sparked by the whopping
turnouts of square dance fans in
a recent citywide contest, has announced a national square dance
festival starting June. 1950, with
state and regional prelims leading
up to Chl-staged finals in August.
Station collaborated with the

state and regional prelims leading up to Chi-staged finals in August.
Statlon collaborated with the Sun-Times in the local barn dance contest. Snyder was reportedly overwhelmed at the response from "city slickers" who turned out 20,-000 strong for the finals staged in outdoor Grant Park.

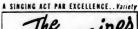
TV to Pix:

where they will naturally hit the largest audience. Those left are either daytime or late evening

largest audience. Those left are either daytime or late evening availabilities.

Videomen have several other ideas for luring the film companies into the fold. For one, TV can create and build new stars, for ply slotting them on video programs. This does not mean bringing a few top stars into the medium but promoting those personalities who have not yet reached the top. As for exploitation, broadcasters think the average fan's interest in the film sludios and their technical workings is something that has never been exploited: TV would form a natural setting for such shows as a film industry public relations endeavor.

As an example of the type of shows that Hollywood might cooperate with, broadcasters cite specifically "Hollywood in Three Dimensions." now aired via KTTV on the Coast. That program's interviews with stars, behind-the-scenes film clips, etc., could form a good blueprint for the film companies' entry Into TV.





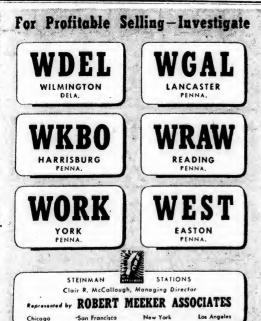
Returning August 29 Campbells sours CLUB 15

The odernaires C.B.S. Coast-to-Coast

COLUMBIA RECORDS

HHHH BERRAL

"He can't even begin to eat up in Wheaties what he saves them in coal and oil."



Walter Damm's Grid Jackpot

Damm's WTMJ and WTMJ-TV have lined up an ambi-

U. and U. of Wisconsin.

Five Wisconsin and three Marquette home games will be televised for the First Wisconsin National Bank. Milwaukee, through the Marvin Lemkuhl agency. Deal for Wisconsin tilts at Madison was completed when A. T. & T. agreed to erect three semi-portable towers between Milwaukee and Madison to carry the series. Coaxial cable will be installed between the Madison phone building and Camp Randall stadium.

Pro games of the Packers to be

dail stadium.

Pro games of the Packers to be telecast are four Milwaukee contests, sponsored by Wadham's Division of Socony Vacuum Oil through Compton agency. This is the second year that WTMJ-TV has carried the Packer games. In addition, Socony is bankrolling all 24 radio broadcasts of WTMJ, Nine of these tilts are Wisconsin, home and away, and the remaining 15 tilts are Packer road and home games. Sports announcer Bob Heiss will cover all 24 radio contests.

contests.

Some sort of record was established when Socony signed for the radio series. Socony manager M.

G. Peeters said it will be the 21st consecutive season that Socony has picked up the tab on WTMJ airings of Wisconsin and Packer

Baseball

Continued from page 31 of the local Minor League club to

of the local Minor League club to grant permission.

Similar complaints have been lodged by WSAY in Rochester.

N. Y.; WBNY in Buffalo, and WARL in Arlington, Va.

As a result of the complaints, it was learned, conferences were held in the Department with John Lord O'Brian, former assistant attorney general, and W. G. Claytor, Jr., both of the Washington law firm of Covington, Burling, Rublee & Shorb, counsel for Commissioner Chandier. They reportedly agreed that the restrictions by home teams against broadcasting of other games should be revised so as to avoid anti-trust problems.

The Department the reupon sounded out complaining stations for comment on a proposal to limit the power of a major or minor league club to veto major league broadcasts or telecasts except when the local club is playing at home or broadcasting or televising its out-of-town games.

At least one station refused to accept this compromise and advised the Department in no uncertain terms it considered the proposition a violation of the Sherman Act. The only reason it could find for giving a local club power to prevent major league broadcasts at any time, it contended, would be to suppress competition. If this could be done with tradio and television, it argued, it could be done with theatres and other entertainment enterprises.

The only solution to the problem, the station said, is to remove entirely the power of a local club to prevent broadcasts of contests in the solution cannot be obtained by a consent decree it urged that the Justice Dept, institute anti-trust proceedings to outlaw the restrictions.

Dick Gilbert in N.Y.

Dick Gilbert in N.Y.
Dick Gilbert, Phoenix (KTYL)
disk jockey planed in Sunday (7)
for week's stay at Waldorf to transcribe interviews with Xavier Cugat, Perry Como, Freeddy Martin,
Jerry Como, Freeddy Martin,
Jerry Wayne, Tex Beneke, Fontane Sisters and other platter personalities for use on hk Arizona
pancake parade.
Flies to Washington tomorrow (11) to invite President Truman to attend Phoenix Jayree's (Junior Chamber of Commerce) 18th annual world's championship rodeo in April.

TEXAS BAPTISTS PREP FOR FM OPERATION

Dalias, Aug. 9.

Contracts for a 600-foot tower and other equipment for KYBS, an FM outlet to be built here by Walter Damm's WTMJ and WTMJ-TV have lined up an ambitious radio and tele coverage of football games this fall, skedding 12 telecasts and 24 radio broadcasts, all of them sponsored. Stations will handle the contests of the Green Bay Packers, Marquette U. and U. of Wisconsin.

Five Wisconsin and three Marquette bome games will be televised for the First Wisconsin National Bank. Milwaukee. through the Marvin Lemkuhl agency. Deal for Wisconsin tilts at Madison was completed when A. T. & T. agreed to erect three semi-portable towers between Milwaukee and Madison to carry the series. Coaxial cable will be installed between the Madison phone building and Camp Randall stadium. Texas Baptists have been let by

WLS Educ'l Director's Series on German Youth Centers for Midwest

Chicago, Aug. 9. Army authorities in the occupied zone are planning to tell of U. S. sponsored German Youth Activity on midwest radio in an effort to

sponsored German Youth Activity on midwest radio in an effort to help German youngsters get back on their feet along democratic lines. Part of the scheme is a one-month tour of the U. S. zone by WLS educational director Josephine Wetzler.

Latter departs Westover Field, Mass. Sept. 2 for an inspection trip of German youth centers in the American section with Army brass hoping her unbiased, factual reports later to the large rural and semi-rural WLS listening audience will arouse an encouraging response in the U. S. middle regions towards the steps the Army is taking to rehabilitate the German teenagers.

Plan stemmed from the three-year program of Miss Wetzler via WLS, in which she featured German Youth Activity, and its struggle against Communist ideas and influence. The campaign reportedly aroused such military interest that the Army command at Heidelberg made a special request for her personal tour.

Enroute, Miss Wetzler will taperecord programs in England and Scotland, using domestic life interviews among various classes of people as a future series on the Prairie Farmer outlet.

BMI Reprises Clinic

Formula of last month's Broad-

Formula of last month's Broadcast Music, Inc.'s program directors' and librarians' clinic—which
combined education with a country
club atmosphere—was so successful that a repeat is being staged
Aug. 15-16. The cuffo two-day
school will include, beside lectures
on programming and library operations, a cocktail party, lunches
and a trip to the Cresthaven Country Club, L. I.

Speakers will include Tom McFadden and Clay Daniel, general
manager and program manager,
respectively, of WNBC, N, Y., Jack
Poppele, engineering veepee of
WOR, N, Y.; Arthur Rothafel,
assistant program director of
CBS-TV; Gordon Graham, WCBS,
N, Y., assistant program director; Ted Cott, program veepee
of WNEW, N, Y., and BMJ officials
Bob Burton, Carl Havelin, Roy Harlowe and James L. Cox, Latter is
children.

Winnipeg — CKY. Winnipeg's new radio station, has been granted a power boost by the CBC board of governors. Station will up its power from 1,000 watts to 5,000 when it starts broadcasting in the fall. Station is owned by the Bergman-Moffat Broadcasting Co., which took over the call letters CKY when that station became CBW.

Firemen Buy 'City Hall'

United Firemen's Assn. of Greater N. Y. has bought "City Hall." 15-minute public service show aired Saturday nights by the N. Y. Daily News' WPIX. Welfare organization, which placed the order directly with the station, will bankroli the show for 13 weeks, starting Saturday (13).

Mayor William O'Dwyer will be interviewed by political reporter John Crosson on this week's program, discussing the forthcoming mayorally campaign and current problems confronting the city.

Seattle—Jack Kinzel again doing weekly "Speaking of Radio" on KIRO.

FCC Preps Giveaway Crackdown, Roused to Action by Their Increase

Commission is prepping rules to restrict giveaways, VARIETY learned mission has instructed the staff to draw up regulations which will soon be given final scrutiny. It's exepected that further oral argument will be allowed before rules are adopted.

Washington, Aug. 9.

The Federal Communications commission is prepping rules to estrict giveaways, Variety learned oday. It's understood the Comission has instructed the staff to liraw up regulations which will on be given final scrutiny. It's expected that further oral argument will be allowed before rules are adopted.

Growth in number of giveaways

BARRY GRAY

Beginning on

WOR

AM-TV*

SEPTEMBER 4TH

Midnite - 2 A.M. and Each Sunday for an 8 Weeks Series

Currently Appearing: COLUMBIA PICTURE SHORT SUBJECTS "THRILLS OF MUSIC" SERIES

* Schedule to be announced.

Schwerin

terest, and neither sounds."

short, the best rule in monitoring is the venerable editorlal maxim—"When in doubt, leave it torms maxim—"W The average listener isn't out." The average listener isn't aware that it may have been a tri-umph of ingenuity for you to get the recording; nor will he give you high marks just because of the trouble you went to.

Foreign and Domestic

In an earlier chapter on mystery shows, it was mentioned that audi snows, it was mentioned that audi-ences are no longer automatically impressed with foreign settings, but demand both authentic back-ground and a real reason for the story's being laid in a faraway impressed

place.

There's a parallel to this situation in the case of news. Pickups of reports from overseas cannot nowadays depend on their novelty value. The wise editor asks himself whether a foreign pickup definitely will add something to the program, or whether the story cannot be related just as cogently from a U. S. newsroom.

One top program tested by

One top program tested by Schwerin, by exercising more se-lectivity and reducing the amount of time devoted to overseas pick-ups from about a third of the ups from about a third of the total news time to about one-tenth, raised the average score of the foreign pickups that remained by 10 points. Concurrently, the average interest in all the program's news rose 12 points.

In reporting foreign news, whether from abroad or by a news-caster in this country, the tests have brought out the great imcaster in this country bave brought out the great importance of relating the meaning of each item to the plain U. S. citizen. In studies of the longer items by a reporter especially noted for his foreign coverage, Schwerin found that every time the item concluded by telling what effect the event was likely to have on the average American, interest rose; whenever the event's tie-in to the listener was left cloudy, interest fell off.

As a final point on foreign pick-

Anterest fell off.

As a final point on foreign pickups. Schwerin brings up the reminder that there's a double hazard in using them. Not only must the story have intrinsic worth to get good interest; there is always the stronger danger that recention stronger danger that reception i't be good. On one show

the stronger danger that reception won't be good. On one show tested, a special reporter had traveled 5,000 miles to cover an important on-the-spot event; his nickup was so static-ridden as to be unintelligible, with the result that it hit an average score of only 21, the lowest interest mark ever reached on a news program.

Problems of Approach
The principle of Approach, one of Schwerin's five basic "F-A-M-E-D" elements of sound programming, is one naturally of great concern to newscasters. Their reportorial training makes them recognize how important it is, a get their broadcasts started strongly. Therefore, the Schwerin System has put considerable study into this subject.

On one news program, it was found that the comparatively sim-

On one news program, it was found that the comparatively simple change of having the main reporter rather than the announcer reporter rather than the announcer deliver the headlines produced a 15-point gain in interest in the headlines themselves; not only that, but there was a carryover effect, with the rest of the news being markedly better received.

On another major show, the basic problem proved to be the organization of the lead stories.

When they were shortened and the

When they were shortened and the newscaster reorganized them newscaster reorganized them to cut down on the confusion caused by too much shuttling back and forth among "points of view," there was clear gain in interest both for the lead stories and for the rest of the news. New Program Appeal Schwerin's extensive data on audience group appeal reveal that, on the average, news programs

on the average, news programs have a more even pattern of interest among both age and education groups than most other types of show. In the case of age groupings, news shows generally

careful monitoring of tape record- appeal a little more to older peocareful monitoring of tape recordings would be desirable.

Tapings of ordinary people telling about their parts in some newsworthy event generally succeed best, being the only one that sometimes create high Interest even though their fidelity of reproduction quality may be poor. Excerpts from speeches seldom gain high interest, and neither do "authentic sounds."

appeal a little more to older peoples than to younger adults, but this is not as pronouncedly true as with most other programs-types. With high school or college ducations are, if anything, somewhat more interested in the average major news programs than are the grade school educated.

However, one veteran commentator tested by the Schwerin

what more interested in the average major news programs than are the grade school educated.

However, one veteran commentator tested by the Schwerin System was a violent exception to the above rule. His whole audience average was quite low, because interest in the program was concentrated almost exclusively among older people and those with grade school educations. A spongrade school educations. A sponwide audience coverdesiring age would have been making a big mistake to buy this show; but if was an ideal outlet for a product aimed at older people.

NBC's Split

panded to embrace the overall panded to embrace the overall radio-television structure, despite the split up, Eiges, Hammond and Kopf will continue their reign in both spheres of operation. At the moment, the sales picture

At the moment, the sales picture is in need of clarification. With Sylvester (Pat) Weaver moving in as head of television, actually no one in sales reports to him. Under the present system of sales integration, George Frey, No. 2 man in the sales picture, reports to Kopf. Both Kopf and Weaver, in turn, report directly to exec veepee Charles R. Denny.

It was or ig in ally anticipated

It was originally anticipated It was originally anticipated that the decisions coming out of the BA & H report would be ready for submission and study at the annual NBC convention Sept. 7 to 11 at White Sulphur Springs. However, with prexy Niles Trammel and RCA prez Frank Folsom curly vacationing and not due k until Aug. 15 at the earliest, now a certainty that the final out won't emerge until after the

FCC 'Stop Sitting'

Continued from page 32

renders the license he'll have to renders the license he'll have to gamble (if he's an AM broadcast-er) that radio will be good for a long time. If he hangs on, it means hearings before the FCC (and the expense of legal counsel) and convincing the agency it hasn't vincing the agency it hasn't been squatting on the channel. If he gues ahead with the station, he is really making the plunge which, who knows how much it will cost and how long it will take before he's out of the red.

he's out of the red.

Of course, delay in going ahead with construction doesn't necessarily mean stalling. Sometimes, it's a headache to acquire a satisfactory site for a television transmitter and antenna tower. There are problems involving zoning and approval of the aviation authorities, let alone finding a location which has the desired elevation. In a number of cases, getting the site has taken up to a year or more. And it would be foolbardy to order equipment until the site is assured.

Recently, the Commission in de-

Recently, the Commission in de-Recently, the Commission in denying extensions, has given permittees the opportunity of requesting hearings to offer evidence of diligence. Last week, the agency scheduled proceedings to hear testimony from KEYL in San Antonio and KTVU in Portland. Orc. The hearings will be held Sept. 1 and 29, respectively, in Washington.

Campus Radio

Continued from page 31

The revenue received by WAIS at Williams keeps the station going and Williams objects to a proposal by the FCC to forbid outlets from

Minn. Station's Wide Appeal That the stations are popular with students is evident from information furnished by the coileges. The University of Minneformation furnished by the coi- this in leges. The University of Minnesota cites a survey among its dornulatories showing its campus outlet, zealor WMMR, as third in listening to the WCCO and KSTP in the Twin Cities, despite poor reception in some of its buildings.

According to the Intercollegiate tion."

Broadcasting System, the campus station is the largest extra-curricular activity at many schools. The college outlets, says IBS, develop a variety of professional radio people, including engineers, an-nouncers, station managers, and actors, in addition to personnel electronics manufacturers and groups-government and

The stations cooperate with commercial outlets in exchange of programs and joint use of facilities and, IBS asserts, are "complementary rather than competing."

Because of their low cost and the fact they can be tuned in by ordinary receivers, the stations are admirably suited to many col-leges. The suggestion that colleges substitute noncommercial educa-tional FM stations is opposed by tional FM stations is opposed by IBS on grounds that many schools cannot afford the more expensive FM cost and maintenance, that there is no opportunity to defray expenses by income from advertising, and that the majority of administrators do not de that unreviewed programs campus. "Otherwise," leave the campus. "Otherwise," says IBS, "such programs night adversely involve the institution in public relations."

People Will Continued from page 31

that many station operators are

that many station operators are fighting this period through on the premise that quality of product will continue to pay off. I don't want to give you the im-pression that I am determined to go into bankruptcy with the purest of white flags unfurled. Actually,

go into bankruptey with the purest of white flags unfurled. Actually, we haven't changed our feelings about double-spotting, laxatives, selling time for religious programs or accepting female remedies. Curiously, although we have held to that line, our time sales and earnings are running ahead of last year dearnite, unavoidable, increases in unavoidable increases despite unavoidable in the conservation costs. I think the net-works may very well find that some of their affiliates at least will not

We have accepted beer advertise for some years, and perhaps are fortunate in having three al breweries with a shrewd we are fortunate in having three local breweries with a shrewd sense of public relations as well as sound selling and business thinking. Their commercial copy and programming not only meet our standards, but apparently haven't offended our listeners because in the last wear I have received but one protest from listeners and that was a sterroglyped form letter. stereotyped form letter

was a stereotyped form letter which upbraided me not only for beer copy but also for handling liquor, which we don't do.

I can't help but feel that the listeners will stay with the station that continues to try to maintain broadcasting on a dignified basis. I know there are many others who agree with me

with me.
Victor A, Sholis,
Director, WHAS, Louisville.

Johnson Continued from page 31

the listener to screen your broad-

the listener to screen your broad-casts. It indicates laziness, lack of pride and a total rejection of station responsibility."

Watson had sent Johnson a copy of the letter he wrote to the Florida delegation. He said he held no brief for the liquor interests and that his station does not accept their advertising. "We do, and that his station does not accept their advertising. "We do, however," he said, "leaim the right to make such policy decisions ourselves, basing our judgement on an appraisal of the needs of the area we serve and on our own best interests in a highly competitive radio market. I vigorously protest the invasion of free speech proposed by Sen. Johnson."

Watson said he was of the

proposed by Sen. Johnson."
Watson said he was of the opinion that Johnson's "campaign to strengthen Federal control of radio" and all allied campaigns should be fought by those "faithful to truly American principles." He said he was unable to understand the reasoning prompting the Senator's "borderline prohibition" unless it was based on a political desire to satisfy both his drinking and non-drinking constituents.

Johnson apparently alluded to

Johnson apparently alluded to this remark in a part of his letter which stated: "Let me emphasize that I am neither a crusader nor a zealor." zealot. I just happen to believe that the privacy of the home is more scared than the sales talk of the whiskey peddler aided and abetted by the family radio sta-tion." I just happen to believe

TV Creating

Continued from page 33 ;

George Marshall, prez of the Washington Redskins, who has refused to kick the TV cameras out "Television can't his arena. possibly hurt his house," Arries said. "His fans know they're going to see a fine squad in action and they'd go to see it regardless."

DuMont exec noted a slight slump in certain baseball attendfigures but claimed that couldn't be blamed on video. "People who go for that kind of thinking are fools," he said. "I think that of ait the sports played in this country, baseball has the best chance of stimulating interest among future supporters by sticking with TV—and they are apparently cognizant of that fact."

Arries thinks that TV networks will develop a well-rounded variety sports program which will be aided by the coast-to-coast coaxial hook He foresees the day vern viewers will watch eastern eastern viewers will watch the Rose Bowl game from Pasadena on their sets and Coast viewers will be able to watch the big eastern college games. And if sports like baseball, football and boxing are baseball, football and boxing are finally proven to be adversely affected by video, Arries thinks there may be a cure for that. It's in the increased use of films—giv-ing viewers just a fragment of some events, such as a few horse races each day, to whet their appetites enough to draw them out to the tracks.

FM

Continued from page 31 :

would be of benefit to the station's NEW TELE FILMING audience.'

The Commission would improve FM receiver selectivity by revising its standards affecting interference ratios for stations. These standards, said the agency, are based on present and probably future development of FM receivers.

The proposed changes, on which The proposed changes, on which the agency has asked for comments, were regarded by Everett Dillard, a director of FMA, as "a farsighted move" by the Commission. He said that in improving the standards to meet the realities of receiver design problems the Commission. receiver design problems, the Comreceiver design problems, the Com-mission is doing everything possi-ble to improve the efficiency of the sets. He pointed out that the agency has no jurisdiction over the receiver manufacturer.

Dillard was of the opinion the ommission's action would mean ewer Class A or community type fewer Class A or community specific FM stations in such metropolitan areas as New York, Los Angeles and Washington.

He expressed confidence that other problems having to do with FM receivers will be met by manu-facturers through the force of com-petition.

Chi Labor

Continued from page 31

distinctly detrimental to Its stige and position as a 50,000-ter that is Chi owned-and-op-ted. Platt formerly was assist-program director of WIND prestige here, and reportedly was brought into WCFL to correct a catch-as-catch-can operation.

One station spokesman was quoted as saying: "We're sick and tired of being considered a second class, second choice, second run outlet. We've got the power and the position to be a top dog in the midwest. Now that our physical plant is ready, watch our smoke in programming."

One technical difficulty in WCFL showcasing is the size limitation of its present quarters in the Furniture Mart. Although a special job has been done with acoustical ceilings in the studios, the height of the rooms still handicap sound effects, according to station engineers. There's also a space obstacle.

space obstacle.

There is no indication that WCFL will move to larger quarters in the near future, but the attitude is that such a step is a logical followup of the present drive to capture bigger audiences and influence,

CBS' 35G Rap in Stanley Suit Cues Wariness On Part of Webs, Agencies

Part of Webs, Agencies

Hollywood, Aug. 9.

Networks and ad agencies are exercising greater caution in the handling of program idea submissions as a result of a recent high court decision in a damage suit against CBS. There's even been some 'talk of refusing to consider freelance program ideas, but that's regarded as an unlikely prospect.

The court case that has been the talk of radio and television circles resulted in a \$35,000 damage verdict against CBS for appropriating a program formula submitted by scripter Jack Stanley. The network appealed a lower court decision, but the plea was dismissed in a \$-2 decision by the supreme court, highest tribunal in the state.

Interesting aspect of the case was that the upper court upheld the previous judgement that 'although no single element in Stanley's program format was original, the combination of all the elements.

though no single element in Stanley's program format was original, the combination of all the elements
constituted an original creation,
Also, it affirmed the original jury
verdict that the overall similarity
in the plaintiff's show and that
used by the network was sufficient
to support the charge of copying,
Stanley alleged that his program,
"Walter Wanger Presents," with a
format called "Preview Parade"
and "Hollywood Preview," were
used by CBS in its "Hollywood
Prevlew" series for Mohilgas and
Mobiloil. In asking for a reversal
of the \$35,000 award, the network
argued that the jury verdict was
"so excessive that it appeared to
have been given under the Influence of prejudice and passion," have been given under the in-fluence of prejudice and passion," that it had discovered new evi-dence, and that the evidence was insufficient to support the verdict.

PROCESS CUTS COST

Hollywood, Aug. 9.

Hollywood. Aug. 9.
Filmtone. Inc., under the direction of Dr. Ferenz II. Fodor, has developed a process for filming television programs at a cost level to that of kinescope.
Dr. Fodor stated that process enables the filming of 30-minute shows with specially built cameras with a magazine capable of holding 1,200 feet of film. Film, also, is specially packaged as usual load is 900 feet.
Cameras are operated mechani-

Cameras are operated mechanically from a control panel. Each camera has three lenses which are also automatically switched. System, which has been dubbed Videofilms, makes use of double system sound recorded separately.

Talent Unions

Continued from page 33 and memberships. Greater part of live TV work is handled in the east, with Coast unions fearing any permanent authority might be

east, with Coast unions fearing any permanent authority might be dominated by eastern talent. Another tough problem is the fact that the Screen Actors Guild and Screen Extras Guild now control film talent, with no desire to relinquish that control unless the lines between telefilms and notion pictures are clearly drawn. This could not be done during the eighted we debate. Unions represented could not be done during the eight-day debate. Unions represented were members of the AFL interna-tional of the 4A's, namely Equity, American Federation of Radio Art-ists, American Guild of Musical Artists, American Guild of Variety Artists, Chorus Equity, SAG and CEG.

TV-Bouts

Continued from page 32 chain in the east, has announced his intentions to concentrate on sports events pickups at the start. With less than 10 major events available throughout the year, the available throughout the year, the elimination of even two or three of them might seriously curtail his plans

managers' han on Fight Fight managers han on meanwhile, settles the squabble between NBC and CBS over which would have rights to the outdoor bouts staged by the International Boxing Corp. and the Madison Sq. Boxing Corp. and the Madison Sd-Garden Corp. As plans now line up, CBS will alr Wednesday night indoor fights from St. Nick's Arena, N. Y., under Ballantine's sponsorship and NBC will televise Friday night bouts from the Garden under sponsorship of Gillette Safety Razor.

SHOWDOWN ON DISK RELEASES

Decca Holds to LP Denial, But Columbia Pressers Say 'Tain't True BREAKING IT OPEN

Columbia Records Corp.'s main pressing factory—now its sole plant since the closing of the Hollywood site-is said to be turning out Misite—is said to be turning out Mi-crogroove Long-Playing disks for Deca Records. According to plant workers, CRC presses were put to work within the past few weeks on LP versions of many of Decca's heaviest selling albums. and a fair-sized inventory has aiready been stacked up.

Columbia execs here, however, won't admit they're making LP platters for Decca.

Decca's Denial

Decca executives in New York, who several weeks ago denied having made any decision to use Columbia Record's 33½ rpm system for its album product only, also deny that Columbia is now pressing LP's for them. Decca's Dave Kapp, head of artists and repertoire, stated iate last week that when and if Decca decides to go LP it will press the platters itself.

However, it's felt that Decca.

However, it's feit that Decca, while refusing to admit it has decided to go LP, has done so and is allowing Columbia to press an initial batch of platters that will hit the market at the same time an announcement is made.

AFM Releases Spivak from WM

After months of waiting for a decision from the American Federation of Musicians executive board, Charlie Spivak was given a forced release from the William Morris agency band department last week. That leaves the Morris outfit with only Duke Ellington as a name outfit and could result in the finalizing of a decision by booker Cress Courtney to strike out for er Cress Courtney to strike out for himseif. He had intended doing that months ago when the Morris agency band division began break-ing up.

Spivak filed a plea for release with the AFM sometime ago, on various grounds, all of which charged Morris with not living up to their contract. While awaiting to their contract. While a waiting a decision, Morris, however, continued to book him. He is talking with Music Corp. of America, and General Artists Corp. about a new deal with either one, but nothing is definite.

CHI RETAIL DISKERS SEEK NAT'L GROUP

Chicago, Aug. 9.

Chicago. Aug. 9.
Chi Retaii Record Assn., formed recently to combat price-slashing of the disk manufacturers, met at the Congress hotel last week for a report on the NAMM convention recently held in New York, plus the launching of a proposed nationwide Retail Record Assn.

The Chicago group will join

wide Retail Record Assn.

The Chicago group will join hands with a similar setup in New York, to stimulate organization in other cities. A national convention is being planned for Chicago. Organization, on a national scale, will altempt to have some control over prices of disks, instead of being subject to moves by the waxeries.

Ricordi's New Officers

Foliowing action of the Alien Property Custodian in returning G. Ricordi & Co. to its former management, stockholders and directors recently elected a new officer siate.

Camilio Ricordi was voted prez while Franco Colombo was named tressurer. Renato Tasselli be-comes secretary and managing di-rector.

Company's catalog is principally composed of grand opera scores.

Mystery Unraveled!

Mystery Unraveled!
Percy Faith made a fishing trip into the wilds of Canada a week ago. He had an Indian guide along and during the course of the trip Faith taught the guy to sing "A—You're Adorable," It went fine, except that the guide would sing-the alphabet letters in English and the rest of the lyric in his native language.

age. th says the result sounded

Hucklebuck' Disk May Team Bailey, Page on 1-Niters

Pearl Bailey and trumpeter Hot ips Page, who combined on the farmony label (Columbia's 49c Lips Page, who combined on the Harmony iabel (Columbia's 49c dlsk) to work up a hit platter of "Hucklebuck," may be booked together. Joe Glaser. Associated Booking head, who handles Miss Bailey, is working out a deal under which Page and a small band would be aligned with the singer to work one-nighters they've been offered.

offered.

Harmony disk cut by Miss Bailey and Page was unusual in that it was done solely to deliver an established hit on a low-priced disk. "Hucklebuck" had been made a hit by Frank Sinatra (Columbia), Tommy Dorsey (Victor) and others, but when the Bailey-Page platter was released it took a lot of the play away from rival platters. And created the situation under which it would be advantageous to book them as a team.

Sinatra's Disking Of Marsala Tune Stirs Interest After Nixes

Record companies are buzzing currently about a new ballad titled "Let Her Go. Let Her Go. Let Her Go." recorded first by Frank Sinatra for Columbia Records. Joe

Go." recorded first by Frank Sinatra for Columbia Records. Joe Marsala, jazz clarinetist, who hasn't had too much luck recently, is the writer of both lyrie and music of the tune and its publication involves an unusual story.

Marsala took the song to various publishers, only to be turned down. He finally went to the Warner Bross firms, and the latter, explaining that they were well stocked with WB film pops, agreed to have copies printed for Marsala with a Music Publishers Holding Corp. note Indicating the publisher (MPHC Is parent company of various WB firms). After that Marsala with the tune. If anything happened they'd publish. But it was all up to Marsala himself.

Musician got Sinatra Interested, and the latter's disking, not yet released, has stirred all the interest. And so WB will work on the tune.

LANZA PLUGGED VIA M-G PUSH OF PIC TUNE Sammy Kaye Cracks

Hollywood, Aug. 9.
Loew's-owned Big 3 music publishing affiliate has been given orders by homeoffice execs in New York to push heavily on the exploitation of the musical score of 'Midnight Kiss' as a means of helping introduce and put over a film new comer, Mario Lanza, plays opposite Kathryn Grayson in the film, along with Jose Iturbi and Ethel Barrymore.

Initial tume from the score to be plugged will be "I Know, I Know, I Know."

almost constant bickering The almost constant bickering between recording companies and music publishers over violated release dates on pressings of rew tunes may be broken wide open as a result of the clash last week by Decca Records and Lon Levy, head of Leeds Music, over Decca's claimed jumping of restrictions. of Leeds Music, over Docca's claimed jumping of restrictions on Bing Crosby's "The Last Mile Home," Levy's blast at Docca and Decca's answers, which are echoed by other recording execs, could have the effect of breaking up the

by other recording execs, could have the effect of breaking up the practice of stamping release dates on new tunes and the removal of what many diskers feel is a practice that has been hampering "free enterprise" in the disk business.

Victor, for one, is mulling, the advisability of telling publishers from whom it accepts tunes that it will observe no release dates on anything but show and film scores, that it will release a new tune when it sees fit. If those terms aren't acceptable it will not take a melody for disking. Decca's Dave Kapp agrees fairly closely, excepting that in the event a publisher insists on a release date. Decca doesn't want to see the song until just before the date the publishers will work on it.

Diskurs are ali of the pronounced.

will work on it.

Diskers are all of the pronounced opinion that the habit of using release dates on pops is hurting the (Continued on page 60)

Carl Fischer Plans to Exit N. Y. Jobbing

Carl Fischer is planning to drop out of music jobbing in New York only. Frank Conners, head of the organization's eastern distributing division, has been discussing with two personalities in N. Y. the possibility of either huving out or taking over the Fischer accounts in the east. Music Dealers Service, which recently took over the inventory and customers of Ashley, another jobber, is talking over the same idea with Fischer, but there's no indication of whether a deal will be made.

same idea with Fischer, but there's no indication of whether a deal will be made.

Fischer, the largest jobber in the midwest, headquartering in Chicago, will continue that outlet. It is said to be drawing out of the eastern market because of the demands of employees, who recently elected to organize and join the United Office and Professional Workers of America, CIO white-collar union. Fischer apparently feels that the added expense of shipping and billing sales in the east doesn't justify the comparatively small amount of business the outfit does out of N.Y.

UOPWA, incidentally, caused Ashley to get out of jobbing in N.Y.—that plus hiked demands for the rental of office space. A new lease had to be signed by Ashley at the same time its personnel demanded salary boosts, and the outfit couldn't see its way clear to underwriting both increases. It sold its inventory to MDS and the latter took over most of its accounts, a move, incidentally, which strengthened MDS' hold on the greater portion of the jobbing business in the U. S.

Sammy Kaye Cracks

Pa, Admish Record

Lancaster, Pa., Aug. 9.

Sammy Kaye's orchestra cracked the ho. mark at the American Legion Park ballroom. Ephreta, Pa., near here, Sunday (7) evening. Kaye played to 4,440 admissions at \$1.25 on a promotion date handled by Dave Helman for the local Legion chapter.

Park uses names consistently, Kaye's mark topped a 3,400 admission mark set this year by Louis Prima and an all-time bo, level of 3,800 by the Mills Bros.

DECCA, LEEDS ROW ASCAP Consent Decree Seen Taking Precedence to Society-Tele Deal

Now, There

San Francisco. Aug. 9.
Columbia Records Corp. has an answer to RCA-Victor's stream of communiques which point out that RCA's 45 rpm point out that text 8 45 pm record changers are being spotted in automobiles, air-planes, as part of apartment iouse equipment, etc. CRC's 33½ rpm LP system has just been installed in Al-catraz prison.

Decca Finds Sale Moves Disks That Didn't Go Before

Decca execs are being pleasantly surprised by one aspect of the 50%-off sale still being conducted by dealers. It's pointed out that quite a bit of the album material that heretofore did not sell is being moved off dealers' shelves. Such-items as the "Songs of Our Times" series, which hasn't shown sales health since first released; the more recent "Telephone Songs," "Automobile Songs," etc., all are claimed to be selling at the reduced tab, whereas they didn't go before.

go before.

That's unusual in view of the experience of RCA-Victor, which ran a similar sale previously. Victor people found that sale or no sale, items that were not in demand at full price were hard to move at reduced price. It was found that buyers sought out the top material in pop and classicals and left most of the other to continue gathering dust.

Goodman Solos At Monte Carlo Club, Underwrites Vacash

Benny Goodman played his clarinet in Europe after all, following his two-week run at the Palladium theatre, London. Work consisted of a one-night, solo appearance at the Sporting Club, Monte Carlo, where B. G. had gone for a vacation. He drew 500,000 francs for working alone tabout \$2,000, and it paid his expenses for the run to Monte Carlo.

to Monte Carlo.

Goodman originally intended working a series of concert one-nighters in England, and on the Continent with his own band thereafter. Band would have met him in Paris, since it was barred from working with him in England by British Musicians Union rules; Goodman used English men at the Paliadium. But during the run at Paliadium. But during the run at the London theatre he cancelled all further bookings. He may go to Europe next April, however.

ARMSTRONG MAY TOUR EUROPE AGAIN IN FALL

Louis Armstrong may go to Europe again in the fall for another string of concert dates with his small jazz combination. Armstrong has been offered a number of bookings on the Continent, but Joe Glaser, head of Associated Booking, won't let him take off until he has signed agreements for a minimum of 60 dates.

So far, tentalitye agreements

between the American Society of Composers, Authors and Publishers and television has taken a new tack along iines never pointedly mentioned before by either side. It's the opinion of the video men

mentioned before by either side. It's the opinion of the video men that a deal will be made before the new Sept. I deadline, but they say they do not expect-to finalize an agreement before ASCAP works out its new consent decree with the U.S. Department of Justice, now being negotiated.

Video angle on the necessary priority of the decree is that its terms are exepected to have some bearing on ASCAP's collection of fees for the exhibition of motion pictures. Last year N. Y. Federal Judge Vincent L. Leibell decided in suit brought against the Society by New York film theatre operators that ASCAP must divest itself of the right to collect exhibition fees in theatres; later he amended that to read that ASCAP could retain the rights, but could not self such.

Tele people expect in the future to be using quite a bit of musical films on the air and they will want to know how the situation stands before an ASCAP-tele deal is completed. They'll want to know whether ASCAP can, under a blanket license agreement with tele, include the right to teievise music in motion pictures without extra cost. Or whether such rights must be bought separately from copyright owners. To them it's an important angle since dickering separately for an okay to exhibit musical film on tele screens, which is basically the same as exhibiting them in theatres, will cost extra cover.

It has been mentioned that 'he Government's new consent decree with ASCAP will give ASCAP the right to collect exhibition fees again. If that's so, Judge Leibell will, of course, have to be consulted and his decision amended. Telepeople have been aware of the implications of the exhibition fee angle in relation to the use of films on the air, but the situation has not until this time been spotlighted.

Lay Groundwork For Tape AM Fee

Meeting last week between Harry Fox, music publishers agent and trustee, and Robert P. Myers, NBC v.p. and general counsel, laid the groundwork for the separate payment to pubs for the use of music on commercial AM broadcasts recorded on tape. And it's probable that ad agencies and sponsors will ask the stars of such shows to pay such costs themselves, at least in those instances where taping is done to make things easier for the performers involved. If such shows were to be done live, there would be no extra cost music would be free under radio's music would be free under radio's music would be free under radio's

live, there would be no extra cost; music would be free under radio's blanket licenses.

When Fox and Myers first met over the problem of paying extra for taping, a type of recording not covered under existing contracts, a figure of \$15 per song was advanced. That's granted to be too high for a one-time use, particularly since transcription companies using music in various kinds of show-recording pay less.

Future meetings between Fox and Myers will establish a rate.

Hopping 'Blues' Wagon

Hopping 'Blues' Wagon
New arrangement of the oldie,
"Lovesick Blues," by Hank Williams and His Drifting Cowboys
on the M-G-M labei, has clicked
so solldiy that other disk firms are
rushing out their own versions.
Williams' piatter has been leading the hiiibilly field in point of
tukebox plays as well as re
d sales. Song was written by living Mills and Cliff Friend in 1922.

op Record Talent and Tunes

)

AS POLLED VIA LEADING U. S. "REQUEST" DISK JOCKEYS

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Jocks, Jukes and Disks

By BERNIE WOODS

Perry Como "Give Me Your Hand"—'I Wish I Had a Record" (Victor). One of the finest recordings Como ever made, "Give Me ings Co

vocal. Damone's work on it is fair.

Doris Day "The Last Mile
Home"—"Land of Love" (Columbia). Miss Day's "Last Mile" is
every bit as good as Bing Crosby's
(Decca). A fine tune with everything required for hit classification,
it's given a smart run by Miss Day
and a chorus, backed by John
Rarig's orchestra. Jocks will be
spinning it aplenty. Backing is
most interesting melody hard to
describe. It may or may not catch
attention, but it's worth any jock's
time. Singer performs it beautifully. tifully.

Art Mooney "Wouldn't It Be Fun" — "Hop Scotch Polka" (M-G-M-). First tune is a fair novelty-type tune chorused by Mooney's entire band in staccatorythm style. It's playable. On the reverse he planted an arrangement of "Scotch Hop," which is getting a lot of attention; it's close musically to Billy Whitlock's (London) version, but an addedingredient is the band's chorusing again. It's good and could click.

elick.

Anne Shelton "Wedding of Litit Marlene"—"Hold Me Just a Little Closer, Dear" (London). A good version of "Lili." Miss Shelton's try is not the equal of the Andrews trio disk, but in itself proves a very worthwhile face. Wardour Singers and Paul Fenoulhet's orchestra back the English singer who by now has established herself to some extent in the U. S. Backing is a fair tune unlikely to mean much.

Backing is a fair tune unlikely to mean much.

Irving Fields "Scalawag"—"That Wonderful Girl of Mine" (Victor). Neither of these sides may be hits, but they're worthy of lock attention because they're off the beaten arrangement path, yet commercial. Fields' piano, a sort of shuffle rhythm and chorusing by the small band make the "Scalawag" side listenable over and over. "Girl" hasn't the same amount of appeal, but is good nevertheless.

Dick Haymes "Song of Surrender"—"Circus" (Decca). Haymes does a much better job on "Surrender" than any prior recordings of the title tune of a new Paramount film. But it still isn't impressive as a possible hit. A chorus and Victor Young's orchestra back him. "Circus" is something else. A good tune, it's smartly done by Haymes and a chorus, almost matching Tony Martin's face (Victor).

Mr. Ford and Mr. Goon-Bones.

tor).

Mr. Ford and Mr. Goon-Bones "Ain't She Sweet'." Shick of Araby". Crystalite). These Crystalite sides suggest where Milt Herth fot the idea for his "Ain't She Sweet" (Coral), which VARETY pointed out weeks ago as a possible sleeper hit. These disks were then starting in the midwest. Paired arrangements involving two standards worked over by organ and bones, they're clicky and should spread nationally. They bounce and they're different.

Russ Case "I Know, I Know, I

Russ Case "I Know. I Know. I Know. I Know." All Year Round" (M-G-M). Case is turning out exceptional disks, This, his second, carried two excellent string-full arrangements

Platter Pointers

Bill Darnell presents an unsual and attractive style on his first Coral pairing, "So Much" - "Hot Cake, Hominy and Sassafras Tea", for a singer who delivered ballads for name bands, the two sides exhibit a vocal groove far from that path. They're different, and good.

Dennis Day delved into hilbilly in good style with "Hand Holdin' Music" (Victor) . Carmen Cavallaro's pianistics flare brightly on "Miami Beach Rhumba". "Cancion Del Mar" (Decca), latin-beat tunes . M-G-M doubled Leeds' plug tune, "Someday," into hilbilly, with Arthur Smith, backed by the best version of "Dime A Dozen" so far.

Tommy Tucker also cut a saleable version of "Someday" (Harmony) . One of the liveliest polka outfits to hit wax is batoned by Mickey and Mary Carton (Decca); their "County Fair" zooms.

Jump fans and locks will go for Zigsy Elman's "Carolina In The Morning" - "Boppin' With Zig," (M-G-M) two solid sides . Varsity reissued three Majestic items by Percy Faith's large band; they're all powerfully played standards, "Dancing In The Dark" - "Temptation"; "That Old Black Magic" - "All Through the Night"; "Begin the Beguine" : "Touch of Your Hand" . Harmony reissued Jump kids will click with Cootie

Williams', "Slidin' and Glidin" (Mercury) . . . Louis Prima is trying the spaghetti circuit again with his "For Mari-Yootch" (Victor).

his "For Mari-Yootch" (Victor).

Standout western, race, polka, illbilly, spiritual, etc.: Spade Cooley, "Don't Call Me Sweetheart Anymore" (Victor); Johnson Family Singers, "God Is My Landlord" (Columbia); Tennessee Ernie, "Smokey Mountain Boogle" (Capitol); Ray Smith, "I'm Throwing Rice" (Columbia); Jackie Paris Trio, "Lonesome Lover Blues"-"Tormented" (M - G - M); Dude Martin, "I Always Had A Way With Women" (Victor); Skeets Yaney, "I'm Sealing This Letter With Tears" (Columbia); Joe Turner, "Boogie Woogie Baby" (M-G-M).

Ballplayers On A Waxing Ball

Columbia Records aims to take advantage of the many new recordings made for major labels by baseball stars, plus the great comeback by Joe DiMaggio, by reissuing a disking of the pop tune, "Joltin' Joe DiMaggio." Song, by disk jockey Alan Courtney and a collaborator, was released originally in 1941, cut by Lee Brown's orchestra. It was backed then by "Nickel "Serenade," which will again become the companion piece. DiMaggio himself recently fin-Columbia Records aims to take

again become the companion piece. DiMaggio himself recently finished recording a kiddie album for Capitol Records, which will be released soon. Prior to that, Pee Wee Reese and Jackie Robinson, Brooklyn Dodger players, had cut a kiddie set for Columbia Records. A while back, Decca Records issued a tune, written and recorded by Buddy Johnson, titled, "Did You Sce Jackie Robinson Hit That Ball?" And there's a disk by Dodgers Ralph Branca, Carl Furillo and Erv Palica, on the Apollo label titled "Brooklyn Dodger Jump."

Tops of the Tops

Retail Disk Best Seller
"Some Enchanted Evening"
Retail Sheet Music Seller
"Some Enchanted Evening"
"Most Requested" Disk
"Some Enchanted Evening"
Seller on Coin Machines
"Some Enchanted Evening"

Key Mid-Manhattan Music Merchant Views All 3 Speeds as Inevitable

Dinah's Tenn. Benefits

Dinan S 1enn. Deneills

Nashville, Aug. 9.

Dinah Shore is due here Aug.

19 for her first personal appearance in her home area in a couple
of years. Singer has agreed to do
a series of benefit appearances for
the Nashville Youth Fund, under
the auspices of the Nashville Baner, afternoon daily.

Miss Shore will also make an
appearance in her home town,
Winchester, 90 miles from here.
Hubby George Montgomery won't
come along since he's due to start
a new film in Hollywood Aug. 10.

PIANO TEAM'S FASHION DATE AND DECCA DISKS

Eadie and Rack, piano team, will play at the Nieman-Marcus annual fashion show in Dallas over the Labor Day weekend. Rack is composing a special score for the event. Jacques Fath, fashion designer, will also be on hand-to receive this year's citation. Duo recently inked a recording pact with Decca. their first platters from the "South Pacific" score to be released Aug. 22.

Pacific" score to be received at the Blue Angel, N. Y. Instead of shuttering during the summer months, the nitery is remaining open with only the keyboard couple playing in the outer room.

Spitzer Maps Longer Stays in Hollywood

Stays in Hollywood Henry Spitzer, who set up his music publishing firm last fall after leaving as general manager of the Edwin H. (Buddy) Morris organization, has leased, with an option to buy, a home outside Hollywood. Hereafter, he will divide his time between New York and the Coast. Spitzer made the move mainly because of his family, but also because he expects to spend a considerable time in Hollywood strengthening business connections that couldn't be made while he was with Morris, since the Hollywood end was handled by Morris himself.

end was handled by Morris himself.

Meyer Rabson, who is a key music-radio merchant in mid-Manhattan, and is often an important barometer on public tastes to the music and radio business on Broadway, is of the opinion that the new phonograph record speeds must eventually catch on. "All these are additions to the better living. Who would have thought of television 20 years ago? Even with radio we had sales resistance problems but eventually prices were brought down, radios were combined with phonograph record players; and so, in time, the manifacturers will combine the standard 78 rpm with the LP and the 45s, and all the present confusion will be eliminated."

He admits, of course, as with other dealers that for the moment the public is sales resistive but there are other factors. Besides the uncertainty of which speed, the weather is naturally not conducive to playing records at home, and then too the economic picture is even more uncertain than such relatively minor thing as which of the three disk speeds will survive. As a practical retailer, in direct touch with his customers, Rabson knows that the basic elements of space-saving and cost can't be ignored. The average record collector has from \$100 to \$1,000 worth of records, and when Rabson points up how much less space these disks take in the new sizes, not to mention their unbreakability since they're all in vinylite, all argument cases. It must follow that, even though the 78 rpm customers will remain important for years to come, the retooling of new phonograph players to include all three speeds must eventually work to the

remain important for years to come, the retooling of new phono-graph players to include all three speeds must eventually work to the merchandising upbeat of the new records.

Disk Jockey Review

DIXELAND JAZZ With Roger Wolfe 60 Mins., Sat.

60 Mins., Sat.
Sustaining.
WDSU, New Orleons
"Dixicland Jazz' is 60 minutes of
good jazz—the real, mellow stuff
and Roger Wolfe really sells it.
One of those credited with the renaissance of jazz in the old
Crescent City, Wolfe is a lover of
Dixieland, knows and tells why it
is good. His enthusiasm and
knowledge come warmly over the
airlanes.

is good. His enthusiasm and knowledge come warmly over the airlanes.

Style is on informal, easy-going side, with Wolfe interpolating facts and information on disks, tunes and sidemen, as well as interviews with jazz notables to hold audience. His approach to the business of platter-spinning is considerably more adult than that of the standard needleworker. Among other things, bebop and such decadence is scorned by Wolfe, but performers like Sharkey Bonano, Wingy Manone, Kid Ory, Bunk Johnson and Papa Celestin are among those who give out.

Wolfe's manner is friendly without slopping över, and his chatter between tunes rates much higher than filler.

Band Review

Band Review

HENRY BUSSE ORCH (16)
With Phil Gray, Moose Prager
Statler Hotel, N. Y.
Henry Busse's initial location
date in a long time brings him into
the Statler with a surprisingly
good commercial type band, one
that works cleanly and with good
musicianship, all based on a comparatively brief hearing opening
night (Monday). It's composed of
five brass, four sax, three violins
and three rhythm, plus the rotund
personality of the leader and his
sugary, b.o-aimed trumpet.
Busse still employs the commercial touches that have for years
marked his bands—the shuffle
rhythm, trumpeting style, etc., but
it's all coupled to a more varied
arranging style. The band will
often work through arrangements
that are more or less modern in
approach to pops and novelties,
then turn and deliver one of older
arrangements geared more closely
to the shuffle rhythm idea.

Briefly, Busse turns in extremely
pleasant music that is neither fish
nor fowl, that is, it's neither
strictly modern nor old timey, but
a combination of both. And its
good to listen to. Whether he will
do business in this room, however,
is another question. In recent
months it has been a toughie for
any combination of values.

Wood.

[Figures in parentheses indicate number of weeks song has been in the Top 10.1

MARIETY 10 Best Sellers on Coin-Machines Week of Aug. 6

1.	SOME ENCHANTED EVENING (11) (Williamson)	Perry Como Victor Frank Sinatra Columbia
2.	ROOM FULL OF ROSES (3) (Hill & Range)	Sammy Kaye Victor Dick Haymes Decca
3.	AGAIN (21) (Robbins)	Gordon Jenkins Decca Vic Damone Mercury
4.	HUCKLEBUCK (6) (United)	Frank Sinatra Columbia Tommy Dorsey Victor
5.	RIDERS IN THE SKY (15) (Morris)	Vaughn Monroe Victor Burl Ives Columbia
6.	BALI HA'I (8) (Williamson)	Perry Como Victor Bing Crosby Decca
7.	WONDERFUL GUY (8) (Williamson)	Margaret WhitingCapitol
8.	I DON'T SEE ME (12) (Laurel)	Gordon Jenkins Decca
9.	BABY IT'S COLD OUTSIDE (12) (Melrose)	Whiting-Mercer Capitol Shore-Clark Columbia
10.	FOREVER AND EVER (16) (Robbins)	Perry Como Victor Russ Morgan Decca

Second Group

FOUR WINDS, SEVEN SEAS (Lombardo) YOU'RE BREAKING MY HEART (Algonquin) MAYBE IT'S BECAUSE (Triangle)	Vic Damone Mercuri
EVERYWHERE YOU GO (Lombardo) LET'S TAKE OLD FASHIONED WALK (Berlin)	Guy Lombardo Decci
YES YES IN YOUR EYES (Remick) WHERE ARE YOU (Famous)	Blue Barron M.G.M. (Carmen Cavallaro Deced
MERRY GO ROUND WALTZ (Shapiro-B)	Guy Lombardo Decce Art Mooney M.G.N
HOW IT LIES (Morris) SOMEHOW (Algonquin)	SBing Crosby Dece Kay Starr Capito Billy Eckstine M.G.M.
SOMEDAY (Duchess)	Vaughn Monroe Victo
YOU'RE SO UNDERSTANDING (Barron-Pemora)	
HOMEWORK (Berlin)	Victo Victo Dinah Shore Columbia

Songs With Largest Radio Audience

The top 31 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Mu-sic Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of July 29-August 4, 1949)
A Room Full of Roses	
A Wonderful Guy-*"South Pacific"	Chappell
Again—†"Road House"	Robbins
And It Still Goes	Shapiro-B
Baby It's Cold Outside—"Neptune's Daughter"	Morris
Bali Ha'i-*"South Pacific" Every Time I Meet You-+"Beautiful Blonde"	Chappell
Every Time I Meet You-+"Beautiful Blonde"	Feist
Ev'ry Night Is Saturday Night	BMI
Fiddle Dee Dee-†"It's a Great Feeling"	Harms
Four Winds and the Seven Seas	
Hucklebuck	
I Don't See Me In Your Eyes Anymore	Laurel
It's a Great Feeling-f"It's a Great Feeling"	
Just One Way To Say I Love You-*"Miss Liberty"	Berlin
Let's Take An Old-Fashioned Walk-* 'Miss Liberty'	'Berlin
Lora Belle Lee	Santly-Joy
Lover's Gold Maybe It's Because—*"Along Fifth Avenue"	Oxford
Maybe It's Because-*"Along Fifth Avenue"	BVC.
One & Only Highland Fling-t"Barkleys of B'way".	Warren
Now That I Need You	Famous
Riders In the Sky	Morris
Riders In the Sky Similau So in Love—*"Kiss Me, Kate"	Campbell
So in Love-*"Kiss Me, Kate"	. T. B. Harms
Some Enchanted Evening-*"South Pacific"	Chappell
Someday You'll Want Me to Want You	Duchess
Swiss Lullahy There's Yes Yes In Your Eyes Twenty-Four, Hours of Supplies	Southern
There's Yes Yes In Your Eyes	, Witmark
Twenty-rout flours of Sunsinie	. Hurancea
Two Little New Little Blue Little Eyes	. Morris
Weddin' Day Who Do You Know In Heaven	Famous
Who Do You Know In Heaven	Robbins

The remaining 21 songs of the week (more in case of ties).	
based on the copyright Audience Coverage Index Survey of Popu	
lar Music Broadcast over Radio Networks. Published by the	
Office of Research, Inc , Dr. John G. Peatman, Director.	
"A"-You're Adorable Laurel	
Always True in My Fashion-*"Kiss Me, Kate" T. B. Harms	
Don't Call Me Sweetheart Anymore ABC	
Dreamy Old New England Moon Leeds	
Everywhere You Go Lombardo	
Five Foot Two, Eyes of Blue Feist	
Hollywood Square Dance Santly-Joy	
Homework-*"Miss Liberty" Berlin	
How It Lies, How It Lies, How It Lies Morris	
In Good Old Summertime-†"In Good Summertime" Marks	
Just For Me Melody Lane	
Look At Me Jewel	
Love Is a Beautiful Thing Porgie	
Powder Your Face With Sunshine Lombardo	
Someone To Love Warren Pub	
Through Sleepless Night—+"Come to the Stable" Miller	
Why Fall in Love With a Stranger Campbell	
Younger Than Springtime-*"South Pacific" Chappell	
You're Breaking My Heart Mellin	
You're My Everything Harms	
You're So Understanding Barron-Pem.	

i Filmusical. * Legit musical.

On the Upbeat

New York

New York

Bob Poole, Mutual net disk jock (500 stations), marks his first anni on the current show Aug. 23... RCA-Victor promotion department sent out boxes of Lifesavers last week, each roll of candy wrapped with a tab that heralds RCA's 45 rpm disks as the "Lifesaver of the Record Business". Dick Bruce, WDSU, New Orleans, disk spinner, doing a weekly Saturday matinee on television, spinning platters from a mobile unit at the curb... Jack Hunter leaving Elliot Lawrence orchestra to do a vocal single. M-G-M Records added four new distributors, M & N Co., Buffalo: Lou Sowa Record, Pittsburgh; A D. Hewitt Co., Seattle, and arranged an outlet in Cuba through Gonzalez, Novo Y Cla, Havana. Leeds Music last week issued "invitations" to the "Wedding of Lili Marlene" and "Mr. Joe Citizen," listing as "guests of honor" all artists who recorded the top English hit for U. S. companies.

Chicago

Chicago

RCA-Victory hosted singer
Dennis Day at party Thurs. (4).
Day is personaling at the Chicago
theatre... Tim Morrow appointed
as ad agency to handle wire recordings of Magnetic Corp. of America.
... Kitty Kallen replaced singer
Dorothy Claire at Oriental theatre,
with George Jessel... George
Olsen set for Claridge hotel,
Memphis, Aug. 12, for two weeks.
... Nate Hale, former disk promotion Chi-head for Columbia Records, now one of toppers of Harmony Records... Singer Patty
McGuire opens Aug. 10 at Casper
Club, Casper, Wyo. .. Kirby
Stone held over again at Snack
Bar of Forest Park hotel, St. Louis,
with Sept. 8 as exit date because
of theatre bookings... Si Stern,
former assistant to advertising
head at Mercury Records, now
doing freelance promotions, with
Leeds' tune, "Wedding of Lilly
Marlene" as first exploitation setup ... Chuck Suber, biz manager
of General Artists' Corp. in Chi,

Dallas

Dallas

Lou Bovis, owner and operator of Louann's, Dallas nitery, has booked name band one-niters, including Ray McKinley, Aug. 16; Lionel Hampton, Sept. 6; Tommy Dorsey, Oct. 19, and Tex Beneke, Nov. 28, with Jan Garber a later possibility... Glen Gray and Casa Lomans due in at Pappy's Showland Sept. 1. Band opens Thursday for three weeks at Shamrock hotel, Houston... Louis Jordon band also due in the state for a series of one nighters in Sept.

Hollywood

Hollywood
Leighton Noble band inked to wax for Vocalion label Freddie Fisher orch in two-week stand at Georgian room Freddie Slack band playing one-nighter at Pacific Square, San Diego Down in the same region the Woody Herman-King Cole concert at Russ auditorium last week grossed over \$3.800 Dick LaSalle's band opens Sept. 8 at the Manes hotel, Reno, at flat \$1.550 weekly.
Mal Hogan into Oasis for another stand Aug. 16, at \$200 weekly.
Mal Hogan into Oasis for another stand Aug. 16, at \$200 weekly.
Seldie Robertson, who tronts trio at Club Waikiki, Catalina, is working with his leg in a cast. Singer-bassist broke it in a fall.
Jeanne Taylor is at Club Bingo, Las Vegas, at \$250 a week Betty Hall Jones sliced four sides for Capitol last week.
(Continued on page 48)

(Continued on page 48)

\$2,500,000 to Chi Orch

Chicago, Aug. 9.
Chi Orchestral Assn. will get half of the \$5,043,925 left by the late Charles H. Swift, former chairman of Swift & Co.
U. of Chicago granted the other half.

In Other Words, Disker Billy Whitlock Must Be A Pretty Old Boy by Now

A Pretty Old Boy by Now Roanoke, Va., Aug. 6.

Editor, Variety:
Because I have specialized for many years in collecting antique dises and cylinders, your story of Aug. 3 telling of a new firm, Cromwell Music, being set up to publish the novelty tune, "Scotch Hot," was of great interest to me. As your story mentioned, the number has attracted considerable attention since London Records issued it several weeks ago as a bells solo by its composer, Billy Whitlock, and has since been recorded by a good many combinations under the name of "Hop Scotch Polka."

It probably will come as a surprise to most Variety readers that Billy Whitlock is a veteran of the British recording studios and is the only still active recordmaker whose experience goes back to the wax cyclinders of the turn of the century. I believe he even made records in the "90%. His closest rival seems to be the basso, Peter Dawson, who "commutes" nowadays between his native Australia and England, and has been singing regularly for phonographs since 1903. In this country, Billy Murray began making records in 1896, but has not been active since 1942.

I have a 1904 issue of the Talk-ite Mexica Mexica was a surprise to the talk-ite Mexica was a surprise to the passon of the turn of the passon of the same talked to the same talked tal

1942.

In Aneva 1904 issue of the Talk-ing Machine News, a trade paper formerly published in London, which contains an interview with Whitlock, who was even then considered a veteran of minstrelsy and variety. He had also been a circus contortionist and had traveled widely as a sailor. Whitlock was an unusually versatile entertainer. He was a freelance, working for all widely as a sailor. Whitlock was an unusually versatile entertainer. He was a freelance, working for all English record companies, and made thousands of records of his own compositions, played as bell and xylophone solos, in addition to specializing in recording laughing songs. Some of his records were imported into the U. S. by companies, such as Columbia and Vocalion, which had English affiliates. He was one of the few recording artists whose productions had a worldwide sale. The pioneer, but now defunct Edison Bell Coproduced a long list of six-inch records, issued under the Bell and Crown labels, which were made for export to countries where the natives wanted recorded music but couldn't pay the price of standard sized records. They sold in India. Africa and throughout the Orient, and the repertoire consisted large-ly of Whitlock's instrumental solos

couldn't pay the price of standard sized records. They sold in India. Africa and throughout the Orient, and the repertoire consisted largely of Whitlock's instrumental solos and langhing speciatities.

By the way, did it ever occur to you that a laughing song is the one type of rocal record which can be sold in any quarter of the globe? Travelers have told of visiting Arabian bazaars and seeing the natives convulsed with merriment as they listened to laughing specialties by such mimics as Whitlock. Burt Shepard and Harry Lauder. Missionaries in the heart of the African jungle used to play laughing records for the natives to get them In good humor before beginning the serious work of trying to make Christians of them. And I might added that in the old days of acoustic, or horn, recording, bells and xylophone solos were among the most popular types of records.

Your reviewer predicted when the London record of "Scotch Hot" was issued that it might start a hit and it looks as if he's right. But the composition itself is nothing new. Whitlock tapped it out on cyclinders 45 years ago. It appears in the 1919 catalog of Pathe dises (maybe you remember them—they were played with a round sapphire ball) and was issued by many other companies at one time or other. I'm glad to see that the composer-player is likely to make some money from this attractive old age.

Just how old Billy Whitlock may be is. Incidentally, a matter that

old age.

Just how old Billy Whitlock m Just how old Billy Whitlock may be is, Incidentally, a matter that baffles me. In the 1904 interview he was quoted as saying that his father was a popular entertainer in the U. S. in the 1850s, but it wasn't made present-day Whitlock was of

Bands at Hotel B.O's

Band	Hotel	Weeks Played	Covers	Total Covers On Date
Freddie Martin Waldorf	(400; \$2)	()	1900	900
Nat Brandwynne Roosevelt	(400; \$1.50-\$2)	1	600	600
Henry Busse Statler (4	150; \$1.50-\$2)	1	1,400	1.400
Kavier Cugat Astor (85	U; \$1.5U-\$2)	1	4,225	4.225

† 3 days.

Chicago

Chicago
Frankie Masters (Boulevard Room, Stevens, 720; \$3.50 min.-\$1 cover).
Ice Show and Masters holding at healthy 3,970 covers.
Eddy Howard (Beachwalk, Edgewater; \$2 adm.). Howard followed Vaughn Monroe Friday (5). Combination sock 20,000 admissions.
Eddie O'Neal (Empire Room, Palmer House, 500; \$2.50 min.-\$1 cover).
Liberace and Modernaires. Drop to 2,900 covers.
Bill Snyder (College Inn, Sherman, 500; \$3.50 min.). "Salute" series still strong; 3,300 tabs.

Los Angeles

Eddie Fitzpatrick (Ambassador, 900; \$1.50). With Peter Lind Hayes and Mary Healy. First wk. great 3,325 covers.

Chuck Foster (Biltmore, 900; \$1.50). Tenth wk. 2,800 covers, Ted Fio Rito (Beverly Hills, 300; \$4 min.). Slow 650 covers.

Location Jobs, Not in Hotels

(Chicago)
Cee Davidson (Chez Paree, 500; \$3.50 min.-\$1 cover). Jackie Miles

and Davidson (Chez Paree, 300; \$3.50 min.-\$1 cover). Jackie Miles and Davidson; 3,600 covers.

Dick Jurgens (Aragon, \$1-\$1.15 adm.). Final week for local fave; fine 12,000 admissions.

Art Mooney (Trianon, \$1-\$1.15 adm.). In for three nights only (5-6-7) with Lawrence Welk coming for two-week stay. Nice 8,000 admissions.

Al Trace (Blackhawk, 500; \$2.50 min.). Cornpiper doing a steady 2,200 covers.

(Los Angeles)
Ray Robbins (Aragon, Santa Monica; 2nd wk). Fair 4,000 admissions,
Frankle Carle (Palladium B., Hollywood; 2nd wk). Okay 12,000 ad-

Tommy Dorsey (Casino Gardens, Santa Monica; 2nd wk), Huge

Inside Orchestras—Music

Spike Jones had a banner sent onto the field at Gilmore stadium, Hollywood, last week at a filmtown benefit ballgame. Banner proclaimed "Vaughn Monroe and his orchestra" and then Jones filed out with his 30-man aggregation in long underwear. It certainly didn't do anything to patch up his differences with Monroe. First blood was drawn two months ago when Jones waxed a satire of Monroe's RCA "Riders in the Sky." Baritone and his manager, Willard Alexander, beefed and record won't be released. On CBS, however, Jones sharply lampooned Monroe's "Riders," breaking into it once to sing: "I'm glad I don't sing like Vaughn Monroe, but I wish I had his dough."

Both Horace Heidt and the Lions Club deny reports that he refused to appear at a Lions benefit in San Francisco last month until he was guaranteed a cut of the program sales. Frisco Lions' execs aver that they are "entirely satisfied with the results of the sponsorship of the Horace Heidt Youth Opportunity Program." There were no squawks, moreover, over the bandleader's allegedly stiff terms and the Lions Club states that if they get a cliance to sponsor a Heidt show again, "it would be willing and happy to do so on the same terms as prevailed in the past."

Meredith Willson, an infrequent visitor to New York, but now east on his television series over NBC, repaid a visit to the Stork Club and reminded boniface Sherman Billingsley about a pre-war episode when the composer-conductor had "You and I" as the No. 1 song. Asked about the absence o fthe tune from the band's books, Billingsley told Willson that the difference between playing ballads and fast temped dansapation could mean up to \$1,000 a night on the bar bills, since lively music inspires more elbow-bending. Billingsley reiterated that he still figures it that way.

The "Jolson Sings Again" music package came mostly from the Warner Bros. group of publishing holdings, and Columbia Pictures bought the oldies for around \$80,000. This compares with the \$130,000 sync bill for the first, "Jolson Story."

It almost compares with the 50% ratio of the second pic's production cost, which Harry Cohn brought in (in Technicolor) for \$1,400,000, as against \$2,900,000 for the first.

The father of Marion Stein, Austrian-born pianist who weds the Earl of Harewood Sept. 29, like his daughter is strictly in the longhair groove. Stein is with Boosey & Hawkes, English publishers of classical works. He was at one time a noted conductor in Vienna and an active composer. Benjamin Britten, the British composer, introduced Miss Stein to Harewood, who is also a longhair disciple.

American or English citizenship. There was a minstrel singer named Billy Whitlock in those days, who I believe was associated with Dan Emmett, and I assume that he was the father of the composer of "Scotch Hot." I think it would be reasonable to guess that in 1855 the elder Whitlock may have been around 35. That would give 1820 as the approximate year of his birth, which means that he would be 129 or so if he were still alive. If he were 30 when his son was born, the still-flourishing Whitlock must be around the century mark today. Conceding that the father was 40, the son would be 89. That still seems to be too high. He looked to be about 35 in the photo reproduced with the T. M. N. article. Add 45 and he'd be 80 today.

This problem of Whitlock's likely

article. Add 45 and he'd be 80 to-day.

This problem of Whitlock's likely age is more baffling than "How old is Ann?" But I'm glad to see that this old-timer, who has been mak-ing records a half century or more, is still going strong, with a hit on his hands.

Jim Walsh Walsh's Wax Works, WSLS

E. B. Marks Sues In 'Summertime' Infringing

Written by the late George
Wright Recording Corp. infringed its mechanical reproduction rights to "In the Good Old Summertime," Edward B. Marks charged in a N. Y. federal court suit filed last week. Publisher claims that the defendant never made any payments for use of the tune despite notification. An injunction and accounting of profits are sought.

Written by the late George

are sought.

Written by the late George Evans and Ren Shields in 1902, the tune originally was published by Howley, Haviland & Dresser. Marks acquired the song's renewal rights, the complaint states, upon assignment from the writers widows, and filed "notice of user" with the register of copyrights in 1937

Sydney Kornheiser left New York yesterday (Tuesday) for Hol-lywood, where he'll stay perma-nently for Edwin H. Morris Music as liaison between the firm and songwriters.

Lyric by MACK GORDON . Music by ALFRED NEWMAN

THROUGH A LONG AND SLEEPLESS NIGHT









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With These Outstanding Recordings

ALAN DALE Hi-Tone PEGGY LEE Capitol VIC DAMONE . . . Mercury VERA LYNN . . . London EDDY DUCHIN . . . Harmony DINAH SHORE . . . Columbia BILL FARRELL . . . M-G-M CLAUDE THORNHILL RCA Victor EILEEN WILSON and GORDON JENKINS with Chorus and Orch. . Decca



CUGAT IN N.Y., T.D. ON COAST DO WOW BIZ

Business Xavier Cugat's orchestra is drawing onto the Astor Roof, New York, has completely surprised eastern bandsmere, which booked the date. Cugat, in his first week at the hostelry, has racked up wartime cover figures—over 5,000, far surpassing the turnout for any band at the spot during the past three years.

There's no show accompanying the Latin-beat maestro. Bill McCune's small combination, doubling from downstairs, spells Cugat's outfit.

T. D.'s Phenom Coast Biz

Hollywood, Aug. 9.

Band circles are buzzing here
over the heavy b.o. response to
Tommy Dorsey's orchestra, back at
the leader's own Caslno Gardens,
Santa Monlca. In the two weeks
since he opened, Dorsey has
worked close to 28,000 admissions,
a completely unexpected turnout.
Band drew over 6,000 dancers on
each of the past two successive
Saturday evening sessions and
overall is doing by far the best
business the spot has lured in over
two years.

business the spot has lured in over two years.

Dorsey did well in some spots and badly in others on his cross-country, one-night route into the Casino, and bandsmen are at a loss to explain the bo. figures he's turning in at his place. Harry James, who preceded Dorsey on weekends only, didn't do nearly as well. Only conclusion is that Dorsey hasn't played in this area in about 18 months.

Filbert Named ASCAP Super for Pitt Area

Pittsburgh, Aug. 9.
Joe Filbert, out of Cleveland, has been named district supervisor for ASCAP in Pittsburgh territory. He succeeds the late Walter Tuning, who was killed in an automobile accident near Wilkes-Barre in June.

bile accident near Wilkes-Barre in June.
Joe Sikora, Tunning's assistant, who was critically injured in the same crash, has since been removed to the Ligonler, Pa., hospital and will recover, but doctors have told him he won't be able to return to work for at least six nionths.

ABC-Eagle Puts 39c Platter on Market

Hollywood, Aug. 9.
Gearing its operations to chain store distribution, ABC-Eagle Records has put a 39c record on the market here. Firm will make only 1c on each platter, according to Gordon Burdge, manager of the local operation.

Gordon Burdge, manager of the local operation.

Artists work on a flat coin-perside basis plus a minute bonus royalty. Curt Massey, Jack Rivers, Tex Wallace, Don Steele and Eddie Robertson are under the label. Company also put out four Gus Arnheim masters two years ago.



COLUMBIA RECORDS

RETAIL DISK BEST SELLERS

-(Denel's Mus.

Ce.)

oston Music S. Kresge

Stores

-(Davega

co-(Sherman-Clay)

Co.)

VARIETY Survey of retail disk best sellers, based on reports ob-tained from leading stores in 1 cities and showing com-parative sales rating for this and last week.

Week Ending

Natio Rati		Aug. 6	York-	Chicago—(H	Angeles	Boston-(Bo	Louis-	Indianapolis	Francis	Omaha—(A.	as City.	Antonio	Minneapolis	Seattle—(S)	OIN
This	Last wk.	Artist, Label. Title	New	Chic	Los	Bost	St. L	India	San	Oma	Kansas	San	Min	Seat	T
1	1	PERRY COMO (Victor) "Some Enchanted Evening"	4	2		2	1	1		1	2	6		1	79
2	3	M. WHITING-J. MERCER (Cap) "Baby It's Cold Outside"	7				9	3	2	2	1				42
3	5	VIC DAMONE (Mercury) "You're Breaking My Heart"	6	1		1		2	10	5					41
4	2	"Riders in the Sky"	8	10	4	3			٠	4	4	10			34
5	2	"Some Enchanted Evening"	9		1				3				1		30
6	4	GORDON JENKINS (Decca) "Again".	2				5		4		5				28
7	11	SAMMY KAYE (Victor) "Room Full of Roses"									6	8	4	3	23
8	9	"Room Fuli of Roses"	3		٠.		2		8						20
9A	6	EVELYN KNIGHT (Decca) "You're So Understanding"	1	5							8				19
9B	12	G. JENKINS-STARDUSTERS (D) "I Don't See Me in Your Eyes"	5	4								5			19
10	14	D. HAYMES-TATLERS (Decca) "Maybe It's Because"					8	7				4	8		17
11A	8	FRANK SINATRA (Columbia) "The Hucklebuck"			5				1						16
11B	7	MEL TORME (Capitol) "Again"			10			4					3		16
11C		BING CROSBY (Decca) "Bali Ha'i"							7	6				4	16
11D		ART MOONEY (M-G-M) "Twenty-four Hrs. of Sunshine"			٠.							1	5		16
12		INK SPOTS (Decca) "You're Breaking My Heart"				•						2			14
13A	7	D. SHORE-B. CLARK (Col) "Baby, It's Cold Outside"		7										2	13
13B	15	PEGGY LEE (Capitol) "Bali Ha'i"			2	7									13
13C	9	MEL TORME (Capitol) "Four Winds and Seven Seas"						5	6			9			13
14A	4	MARGARET WHITING (Cap) "A Wonderful Guy"	10							3			9		11

FIVE TOP ALBUMS

14B 10

15B

SOUTH PACIFIC Broadway Cast

TOMMY DORSEY (Victor)
"The Huckiebuck"

HERB JEFFRIES (Columbia)
"Four Winds and Seven Seas".
FRANK YANKOVIC (Columbia)
"Blue Skirt Waitz".

SONGS WITHOUT WORDS Selected Columbia Capitol

KISS ME, KATE Broadway Cast Columbia

SUPPER CLUB FAVORITES Perry Come Victor

CONTINO ALBUM Dick Contino Magnolia

Disk Best Sellers by Companies (Based on Points Earned)

Label	No. of Records	Points	Labei	No. of Records	Points
Decca	8	163	Columbia		47
Victor	4	147	Mercury		41
Capitoi	5 =	95	M-G-M	i	16

Upbeat

Hollywood

Hollywood

Tommy Dorsey orch carved four sides for RCA-Victor last week, including "Keep A-Knockin'" and 'Only Have Eyes for You'.

Henry King band start at the Biltmore Bowl Sept. 15. Private and public toasting of Phil Ohman orch was the order of the day Thursday (4) when he checked out of Ciro's after a long stand. He's been playing on the strip off and on for 15 years . Spade Cooley crew jumped down to March Field Thursday (4) for non-commissioned officers' dance.

Barney McDevitt replaces Charles (Mousie) Warren as Coast rep for Harry Warren Music Co. . Page Cavanaugh Trio goes to Germany middle of this month to play for occupation forces . . Albert Glasser doing score on Lippert Productions "Apache Chief" . . Jay Livingston and Ray Evans splitting up for month's vacash apiece. Livingston and Ray Evans splitting up for month's vacash apiece. Livingston off to Guatemala, Evans relaxing in New England . . Trenier Twins booked for four frames at Blue Note, Chi. starting Sept. 19, at \$1,250 weekly.

Les Gillette, Capitol Record's western and folk repertoire direc-

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Les Gillette. Capitol Record's
western and folk repertoire direc-

tor, confined to his bed with pneumonia. Jimmy Wakely waxing six for Capitol. Nicky Campbell, publisher, and his wite, Mabel Wayne, songwriter, in for look-around from N. Y. . . Tom Rockweil, president of GAC, in town to run agency's operations until late Sept. Milt Krasny, coast chief, returns from Gotham at that time... Connie Haines and Page Cavanaugh combo into the Casbah for two weeks starting Oct. 11 as a package, at \$2,500 per week.

Kansas City

ling as headliner on bill at Playhouse, with Johnny Hauser crew on the stand ... Bob Wilson orch holding forth at Wildwood Lakes Clubhouse ... Pla-Moor ballroon holding judging Aug. 10-11 of "Miss Kansas" and "Miss Missouri" entrants for "Miss America" title at Atlantic City.

Pittsburgh

Skippy Strahi's Bop Cats into the Carnival Lounge while Deuces Wild vacation...Tommy Carlyn's band back into Bill Green's Aug. band back into Bill Green's Aug.

19 for four weeks following current engagement at Kennywood
Park... Hy Edwards new maestro
at Copa, replacing Johnny Marino.

Ite has Wilbur Hildebrand, formerly with Billy Catizone, on piano
... Baron Elliott's orch into Vogue
Tarrage for two weeks. Herman

... Baron Elliott's orch into Vogue Terrace for two weeks. Herman Middleman resumed as leader at Jackle Heller's Carousel. Outfif for some time has been under baton of Ralph DeStephano, who stays as trumpet. Return of Middleman resulted in pianist Joe Lescak leaving. only music at new Monte Carlo provided by Bruce Carlton, who used to have a band at the Penn-McKee hotel, McKeesport. Milt Herth Trio opened at Bill Green's Monday (8) for a week.

5 TOP NAME BANDS SET FOR CANADA EXPO

Toronto, Aug. 9.
Contracts have been inked for five top bands at the Canadian National Exhibition, according to Elwood Hughes, CNE g.m. They are Benny Goodman, Aug. 26-27, Tommy Dorsey, Aug. 29-31; Vaughn Munroe, Sept. 1-3; Duke Ellington, Sept. 5-7; Guy Lombardo, Sept. 8-10.

Admission will be \$1 per, with bands apperaing in a prefabricated ballroom, with canvas top, to ac-commodate some 1,000 couples

TOTAL

Par Guarding New Tune For Montgomery Clift Hollywood, Aug. 9.

"My Love Loves Me," ditty writ-ten by Jay Livingston and Ray Evans for Montgomery Clift to sing in Paramount's "The Heiress," will be kept under wraps until the film is released in November, if studio can have its way. Clift sings the song himself, without the usual dubbed vocalizing. First warbling he's ever done in a picture. RCA has latched onto the time

ne's ever done in a picture.

RCA has latched onto the tune
and assigned Fran Warren to record it, but Par's music subsid,
Famous, is holding plattery to a
stipulated release date. Song appears to have been taken from an
old (circa 1600) French melody,
"Plaisir D'Amour."

St. Paul Pop Concerts Hold Up in 13th Season

St. Paul, Aug. 9.

Now in its 13th season, St. Paul's pop concerts are holding their own despite slipping entertainment business clsewhere. Reason for this is pop prices and because of its semi-clvic nature.

its semi-civic nature.

Last year over 125,000 attended 22 concerts out of a possible 175,000, and although there are 24 concerts during this summer, attendance is expected to remain the same, or slightly higher. Other events, like films and fairs, show nearly 30 to 40% losses hereabouts over last summer.

abouts over last summer.

Profits and overhead are split
three ways in the cooperative venture among the local musicians association, the city of St. Paul and
the Civic Opera and Figure Skating Club.

ing Club.

Programs are given each Wednesday, Friday and Saturday nights, and include an orchestra of 60 directed by Clifford Reckow. Vocalists are leading local stars who perform free of charge, except for a few out-of-towners now and then who accept minimum fees. All performances are given in the St. Paul Municipal Auditorium, seating about 8,000.



CONVENTION HALL ASBURY PARK, N. J. MUSIC



His Crowning Achievement!

Give Me Your Hand



All Rights beard and timbed of Tablic Preferences for Provide

********************************* VARIETY SONG CAVALCADE

* (Musical-Historical Review: 1800-1948) *******

Compiled for VARIETY

By JULIUS MATTFELT

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Legends and after basic background information, attendant to the compilation and presentation, appeared in the Oct 6, 1948, issue when the Variety Sang Cavalcade started publication serially (t is suggested that these installments be

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1924—Continued

When the Democrats and the leen Moore, Patsy Ruth Miller and Republicans held their national conventions, the radio broadcasters were there to air the proceedings. Through loudspeakers came that Republicans held their national conventions, the radio broadcasters were there to air the proceedings. Through loudspeakers came that persistent refrain from the Democratic conclave: "Alabama, 24 votes for Underwood." Davis was the eventual Democratic candidate, but Calvin Coolidge and Charles G. Dawes (vice-president) won the election, whereupon "Coolidge prosperity" went into high gear.

Radio sets spread through the nation like wildfire. In this year some \$350,000,000 worth were re-tailed as against \$135,000,000 the year before—a percentage increase in sales that established an alltime radio record.

time radio record.

In Chicago, little Robert (Bobby)
Franks disappeared, leading to kidnapping and murder charges against N. F. Leopold, Jr., and Richard Loeb (both 19). Clarence Darrow, their attorney, saved them from the gallows, and the verdict was life imprisonment plus 99 years. (Loeb was killed by a fellow convict in 1936).

The U. S. practically had a mo-

convict in 1936.

The U. S. practically had a monopoly on Olympic victories. In 1924 they carried off first honors for the eighth straight time.

The dingible ZR-3 flew from Friedrichshafen, Germany, to Lakehurst, N. J., where the U. S. Navy took it over under the name "Los Angeles."

"Los Angeles."
Once more women went back to the poke bonnet as a headgear.
"What Price Glory?" (by Max-well Anderson and Laurence Stall-ings) was the smash hit of the state. Eddie Cantor appeared in "Kid Boots" and Lady Diana Man-ners and the late Rosamond Pin-chot in "The Miracle." "Rose Maric" was off on a run of 680 some performances. . ad . aof in Marie'' v som some performances.

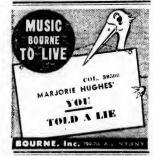
n both picture houses and deville the jazz orchestra was

solid htt. Successful pictures of the year cluded: "The Sea Hawk" (Milton the and Enid Bennett), "Girl Shy" inclined: "The Sea Hawk" (Millon Sills and Enid Bennett), "Girl Shy" (Harold Lloyd), and "The Thief of Bagdad" (Douglas Fairbanks). Col-

A NEW JIMMY McHUGH STANDARD

IT'S A MOST UNUSUAL DAY

Music by . . . JIMMY McHUGH ROBBINS MUSIC CORPORATION



LOVESICK BLUES

BLUE SKIRT WALTZ

TING-A-LING

MILLS MUSIC, INC. 1619 Broadway New York 19, N. Y.

VARIETY Survey of retail sheet muste sales, based on reports obtained from leading stores in 12 cities and showing comparative sales rating for this and last week.

> Week Ending Aug. 6

Francisco. National Rating Boston, This Last New Title and Publisher "Enchanted Evening" (Williamson) 2 "Bali Ha'i' (Williamson) "Forever and Ever" (Robbins) 2 "Room Full of Roses" (Hill-R). "Again" (Robbins) "It's Cold Outside" (Melrose) "Yes in Your Eyes" (Remick) "Riders in the Sky" (Morris) "Old Fashioned Walk" (Berlin)... 10 "Wonderful Guy" (Williamson) "Breaking My Heart" (Algonquin). "I Don't See Me" (Laurel)....
"Highland Fling" (H. Warren) 10 10

RETAIL SHEET BEST SELLERS

"I Love You" (Berlin) "Cruising Down River" (Spitzer) . .

1925

Alabamy Bound. w., Bud De-Sylva and Bud Green. m., Ray Henderson. Shapiro, Bernstein & Co., cop. 1925.

Always. w., m., Irving Berlin. Irving Berlin, Inc., cop. 1925.

nrying nerrin, inc., cop. 1925.

Baim, Bamy Shore, w., Mort
Dixon, m., Ray Henderson, Jerome
H. Remick & Co., cop. 1925.

Brown Eyes — Why Are You
Blue? w., Alfred Bryan, m., George
W. Meyer, Henry Waterson, Inc.,
cop. 1925.

w. Meyer. Henry Waterson, Inc., cop. 1925.

Bye and Bye (Dearest Enemy), w. Lorenz Hart. m., Richard Rodgers, Harms, Inc., cop. 1925.

Collegiate, w., m., Moe Jaffe and, Nat Bonx. Shapiro, Bernstein & Co., nc., cop. 1925.

A Cup of Coffee, a Sandwich and Yon (Charlot's Revue of 1926), w., Billy Rose and Al Dubin, m., Joseph Meyer. Harms, Inc., cop. 1925.

Dinah, w., Sam M. Lewis and Joe Young, m., Harry Asts. Henry Waterson, Inc., cop. 1925.

Do I Love You (Naughty Cinderella), w., E. Ray Goetz, m., H., Christine and E. Ray Goetz, Erancis Salabert, Inc., cop. 1923 by Francis Salabert, Inc., cop. 1923 by Francis Salabert, Inc., cop. 1925 by Francis Salabert, Inc., cop. 1925 by Francis Salabert, Inc., cop. 1925 by Prancis Salabert, Inc., cop. 1925.

Don't Wake Me Up, w., L. Wolfer, Inc., Mahel Wayne, 2nd Gilbert, Inc., Mahel Wayn

Don't Wake Me Up. w., L. Wolfe Gilbert, n., Mabel Wayne and Abel Baer, Leo Feist, Inc., cop. 1925.

1925.

Down by the Winegar Wolks, w. mr. Don Bestor, Roger Lewis and Walter Donovan, Shapiro, Bernstein & Co., Inc. cop. 1925.

Drifting and Dreaming, w., Ilastyne, Erwin R. Schmidt and Loyal Curtis. L. B. Curtis, cop. 1925.

D'ye Love Me (Sunny), w., Otto

Dye Love Me (Sunny), w. Otto Harbach and Oscar Hommerstein 2nd. m., Jerome Kern. T. B. Harms Co., cop. 1925. Five Foot Two, Eyes of Blue, w. Sam M. Lewis and Joe Young, m., Ray Henderson, Leo Feist, Inc.,

. w.. Jesse Greer and Berg. m.. Jesse Greer. Bernstein & Co., cop. arold Berg. papiro. P Harold

1925,
Headin' for Louisville, w., Bud
G. DeSylva, m. Joseph Meyer
Shapiro Bernstein & Co., cop. 1925,
Here In My Arms (Dearest
Fnemy), w. Lorinz Harl, m., Richard, Rodgers. Harms, Inc., cop.
1925

925.
The Hills of Home. w., Floride Shoun. m., Oscar J. Fox. Carlischer. Inc., cop. 1925.
Tm Goma Charleston Back to harleston, w., m., Roy Turk and ou Handman. Jerome H. Remick Co., cop. 1925.
Tm Sitting On Top of The World.
L. Sant M. Lewis and Joe Young.
1. Ray Henderson. Lea Faist, Joe.

w., Sam M. Lewis and Joe Young. m., Ray Henderson. Leo Feist, Inc., cop. 1925.

w., Sant at the Social Control of the Control of Contro Vagabond Lover, 1929), w. Clifford Grey, m., Nat D. Ayer, Chappell-Harms, Inc., cop. 1925 by B. Feldman & Co., London.

In the Luxembourg Gardens, w., m., Kathleen Lockhart Manning, G. Schirmer, Inc., cop. 1925.

In the Middle of the Night, w. Billy Rose, m., Walter Donaldson, Irving Berlin, Inc., cop. 1925.

Isn't She the Sweetest Thing, w. Gus Kahn, m., Walter Donaldson, Jerome H. Remick & Co., cop. 1925.

Just a Cottage Small — By a Waterfall, w., Bud G. DeSylva, m.,

James F. Hanley. Harms. Inc., cop.

Keep Your Skirts Down, Mary Ann. w., Andrew B. Sterling m., Robert A. King and Ray Hender-son. Shapiro, Bernstein & Co., Inc., cop. 1925.

Let it Rain! Let it Pour!—I'll be in Virginia in the Morning., w., Cliff Friend. m., Walter Donaldson. Leo Felst, Inc., cop. 1925.

Looking for a Boy (Tip-Toes), w., Ira Gershwin, m., George Gershwin, Harms, Inc., cop. 1925. Manhattan (Garrick Gaieties), W., Lorenz Hart m., Richard Rodgers, Edward B. Marks Music Co.,

cop.

Milenberg Joys. Fox-trot. m.. Leon Rappolo, Paul Marcs and "Jelly Roll" Morton. Chicago: Mel-rose Bros. Music Co., Inc., cop.

Moonlight and Roses, w., m., Edwin H. Lemare, Ben Black and Neil Moret. San Francisco: Villa Moret. Inc., cop. 1925.

My Sweetle-Turned Me Down, w., Gus Kahn, m., Walter Donaldson, Irving Berlin, Inc., cop. 1925.

Neapolitan Nights, w., Harry D. Kerr, m., J. S. Zameenik. Cleveland: Sam Fox Pub. Co., cop. 1925.

Oh! Boy, What a Girl (Gay Paree), w., Bud Green, m., Wright and Bessinger. Shapiro, Bernstein & Co., Inc., cop. 1925.

Only a Rose (The Vagabond

Only a Rose (The Vagabond King), w., Brian Hooker, m., Ru-dolf Friml, Henry Waterson, Inc., cop. 1925. Rhapsody in Blue. Orch. compo-

sition. m., George Harms, Inc., cop. 1925.

Remember, w., m., Irving Berlin. Irving Berlin, Inc., cop. 1925

Irving Berlin, Inc., cop. 1975
Save Your Sorrow—for To-morrow. w., Bud G. DeSylva, m., Al
Sherman. Shapiro, Bernstein &
Co., Inc., cop. 1925,
Sentimental Me (Garrick Gaieties), w., Lorenz Hart, m., Richard
Rodgers, Edward B. Marks Music
Co., cop. 1925,
Show Me the Way to Go Home.

cop. 1925.

how Me the Way to Go Home.
m., Irving King. Harms, Inc.,
1925.

Waltz Huguette (The Vagabond ing). w., Brian Hooker. m., Ru-op. 1925.

Waters of Perkiomen. w., Al Dubin. m., F. Henri Klickmann. Jack Mills, Inc., cop. 1925.

Who (Sunny). w., Otto Harbach and Oscar Hammerstein, 2nd. m., Jerome Keern. T. B. Harms Co.,

Jerome Keern. T. B. Harus Co., cop. 1925.
Why do I Love You (My Fair Lady). w., Bud G. DeSylva and Ira Gershwin. m., George Gershwin. Harms, Inc., cop. 1925.
Yearning—Just for You. w., m., Benny Davis and Joe Burke. Irving Berlin, Inc., cop. 1925.
Yes Sir, That's My Baby. w., Gus Kalın. m., Walter Doraldson. Irving Berlin. Inc., cop. 1925.

Women's skirts flapped around

Women's skirts happed around their knees, disclosing legs encased in flesh-colored silk stockings. Hats were close-fitting.

A million and a half copies of True Story made the house of Macfadden one of the most remarkably successful publishing figure.

firms.

Red Grange (Illinois) was the idol of football fandom. In the fall of this year he turned professional.

To the list of fashionable dogs now was added the pollce dog.

In Washington, D. C., the last horse-drawn fire engine, powered with a span of three horses, made its ultimate public appearance.

The last thing in radio sets was the ell-electric set, elliminating a cabinet full of batteries or the earlier crystal sets rigged up with headphones.

carrier crystal sets rigged up with headphones. Florida was enjoying a land boom which sent real estate prices sky-high. Coral Gables and Miami were now important places on the

Show Me the Way to Go Home, M., m., Irving King. Harms, Inc., cop. 1925.

Show Me the Way to Go Home, M., m., Irving King. Harms, Inc., cop. 1925.
Some Joy (The Vagabond King), w., Brian Hooker. M., Rudolf Friml. Henry Waterson, Inc., cop. 1925.
Song of the Flame (Song of the Flame), w., Otto Harbach and Oscar Hammerstein, 2nd. M., George Gershwin and Herbert Stothart. Harms, Inc., cop. 1925.
Song of the Vagabonds (The Vagabond King), w., Brian Hooker. M., Rudolf Friml. Henry Waterson, Inc., cop. 1925.
Sung of the Vagabonds (The Vagabond King), w., Brian Hooker. M., Rudolf Friml. Henry Waterson, Inc., cop. 1925.
Sung Gershwin, M., M., Guorge Gershwin, Harms, Inc., cop. 1925.
Sweet and Low-Down (Tip-Toes), w., Ira Gershwin, M., George Gershwin, Harms, Inc., cop. 1925.
That Certain Feeling (Tip-Toes), w., Ira Gershwin, M., George Gershwin, Harms, Inc., cop. 1925.
That Certain Feeling (Tip-Toes), w., Ira Gershwin, M., George Gershwin, Harms, Inc., cop. 1925.
That Certain Feeling (Tip-Toes), w., Ira Gershwin, M., George Gershwin, Harms, Inc., cop. 1925.
That Certain Feeling (Tip-Toes), w., Ira Gershwin, M., George Gershwin, Harms, Inc., cop. 1925.
That Certain Feeling (Tip-Toes), w., Ira Gershwin, M., George Gershwin, Harms, Inc., cop. 1925.
That Certain Party, w., Gus

Kahn. m., Walter Donaldson. Irving Berlin, Inc., cop. 1925.

Two Guitars. Orch. composition. m., arranged by Harry Horlick. Carl Fischer, Inc., cop. 1925.

Ukulele Lady. w., Gus Kahn. m., Richard A. Whiting. Irving Berlin, Inc., cop. 1925.

Walts Hayestet (The Verberd Market Was a Charleston George Raft w

119

55

45

38

37

dancer.

Prosperous films of the year included "The Big Parade" (John Gilbert and Renee Adoree), "The Gold Rush" (Charlic Chaplin), "The Merry Widow" (Mae Murray and John Gilbert, "Stella Dallas" (Belie Bennett and Ronald Colman), "The Fresliman" (Harold Lloyd).

After 'I Say I'm Sorry, w. m., Walter Donaldson and Abe Lyman. Leo Feist, Inc., cap. 1926. All Alone Monday (The Ramblers), w., Bert Kalmar, m., Harry Ruby, Harms, Inc., cop. 1926.

Animal Crackers (see below) I'm ist Wild About Animal Crackers. (Continued next week)

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Mountain Resorts Doing Sock Biz; **AGVA vs. Legit Tangle Continues**

years.

Top spots such as Grossinger's, the Concord, Nevele Country Club and others have catered to capacity biz and turnaways so far and still have heavy advance reservations, most of them even beyond Labor Day. Smaller spots also are doing well. Some shaved tariffs 10-20% early in the season, but when the bonanza came they restored former top scales and are still packing 'em in.

Aside from scarcity of reserva-

sioned former top scales and are still packing 'em In.

Aside from scarcity of reservations in early July, operators were experiencing an additional headache via the new, hiked scale invoked by the American Guild of Variety Artists for performers. Since practically all of the spots, large and small, play either top or intermediate talent on weckends, the proposed hike, at a time when things looked far from optimistic, but the smaller spots of singles, doubles and triosi, since most paid much above that figure for talent. It was the smaller spots of 50 and 100-room capacity that were mostly annoyed. These generally operated on a

ingure for talent. It was the smaller spots of 50 and 100-room capacity that were mostly annoyed. These generally operated on a budget of \$100-\$125 for a Saturday night show of four acts. They intended to meet the difference by cutting down on number of entertainers to maintain former budgets despite the hike. Consequently there were many cancellations of alent on the Decoration Day and July 4 weekends. Finally the N.Y. agent groups swung into action, notified the talent union they would not go along with the hike and after much persuasion got the union to okay a more modified scale of \$21.50 for singles, \$37.50 for doubles and \$52.50 for trios for the smaller spots. This was acceptable all around and agents began channeling acts again to the mountains. Higher tariffs remained for the class spots. However, by the time the truce was effected it was somewhat of a holiow triumph for AGVA and its members, since during the controversial period over the new scale Stanley Woolf, who had eight touring legit stocks skirting that area, made a deal with Equity to unionize his companies on the regular \$50 weekly strawhat minimum with provision that half that sum would be paid in salary and the other half for board. Since this arrangement was reportedly satisfactory to Equity he jumped in and contracted 60 hotels, which formerly played variety layouts, for his shows. Latter are booked at \$125 a performance and, from ac-

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Early season fears of the N. Y.
State mountain resort belt, that its
stay train would be derailed this
gray train would be drailed this
gray train would be a stieffed with them.
AGVA has since attempted to
oust woolf from the territory,
claiming it's their exclusive dous
min, but Woolf just takes it in
unit, but Woolf jus

Tax Returns Point to Peak Season for A. C.

Atiantic City, Aug. 9.
Indications point to a boff season here, based on collection of June luxury taxes, most of which are paid by visitors.
June tax receipts were up \$8,-397 according to a report released by Administrator Allen Wiesenthal. He disclosed that \$145,600 was collected this June from hotei rooms, amusements, liquor and tobacco as against \$137,203 from the same sources last year.

Hot and clear weather through-

the same sources last year.

Hot and clear weather throughout July is expected to boost the tax collections to another high when July report is released. The reports are not filed in City Hall until two weeks after the end of the month and it usually takes another two weeks before they are audited. audited.

Figures on luxury tax payments for the first six months of the year are behind such figures of a year ago, however. Last year \$571,383 ago, however. Last year \$571,383 was collected against \$538,758 this

Loss can be attributed to lack of conventions from the first of the year on. Hotelmen, too, blame the American Bowling Congress, which took over Convention Hall for its long meet early in the year, costing the resort a great ioss of convention business.

costing the resort a great loss of convention business.

On top of the figures comes the prediction of the Chamber of Commerce that an eight to 10% decline in the resort's overall seasonal business, is to be expected. The Chamber, in a letter to its members, said the drop would be due principally to a marked decline in retail stores and a failing off in cocktail lounge and night club patronage. Hotels and restaurants, the letter said, are even or running ahead of last year.

Commenting on the lack of support for the legitimate shows, the Chamber said:

"Whatever the reason back of these periodic failures, the answer is definitely not to be found in building an expensive municipal theatre until it has been definitely ascertained that local citizens and vacation visitors will support legitimate shows in available theatres. It is the audience that makes for a successful show, not the building it is staged in."

Terrell May Reclaim Cole Circus by Default

Cole Circus by Default
Louisville, Aug. 9.
Zack Terreli, former owner of
Cole Bros. Circus, now living in
Owensboro, Ky., may be forced to
foreclose the mortgage on the circus he sold to eastern interests last
spring. According to Terrell, its
new owners have steadily lost
money due mostly to heavy operating costs including the hefty stipend for film star Burt Lancaster,
who has been a disappointment as
a draw. Buyers of the circus still
owe Terrell 50% of the purchase
price. Stockholder decision on whether

Stockholder decision on whether to let Terrell repossess the show was due in Saratoga Springs Saturday (6). New owners had secured some 200 acres of land in Miami, for winter quarters and a year-round zoo, but Terrell said he would return to the State Fair winter quarters in Louisville, should he be forced to repossess the Cole show.

Dunninger Slated For Vaude, Cafes

Dunninger, the mentalist, is being set for a string of cafe and vaude dates by William Morrls Agency, his first since his tele

He'll tee off with two weeks at the Last Frontier, Las Vegas.

N. Y. Strand Back To Acts in Sept.

With restoration of stage shows at the N. Y. Strand clinched by continuing poor b.o. under the straight picture policy. Warner Bros. execs are shopping around for a new format to be used at the Broadway showcase. It's understood that WB toppers want to switch away from the house's former expensive name band policy while avoiding a vaude pattern that would be too much akin to the one used the closely neighboring Palace.

Final decision on format has not yet been reached but Warners is pressing for an early reversion to live talent, most likely in September. Company exces have already made inquiries concerning the Palace's deals with the stagehands and musicians unions with an eye to cutting costs. House bookers have also been talking with various acts and bands about terms for future dates at the Strand but no deals have been linked.

TONY MARTIN PREEMS 2-A-DAY IN SEATTLE

Hollywood, Aug. 9.
Tony Martin headlines vaude show at Metropolitan theatre, Seattle, Aug. 29, when house launches two-a-day vaude. Joe Daniels' eastern circuit vaudeville office is handling booking.
If Seattle showcasing clicks, Danieis will book Portland and Vancouver, offering acts three weeks' time between towns.

Alan Young's P.A.'s

Chicago, Aug. 9.
Aian Young, film and radio star, will tee off his theatre tour at Chicago theatre, Aug. 26. Comedian is eager to line up several months of vaude.
Celeste Holm and Liberace have

been set for the same bill, in con-junction with Par's midwest preem of Bing Crosby starrer, "Top of the Morning"

N.O. Judge Cites French Quarter Cafes For Lewd Shows, Sexy Ballyhoos

Grant Exiting Versailles For Plaza's Persian Room

After three-and-a-half years at the Versailies, N. Y., the Bob Grant orch is exiting to take up new headquarters at the Persian Room of the Hotel Piaza, N. Y., Sept. 24.

No successor to Grant has been decided upon for the Versailles.

U. S. Acts Held Up In Prop Clearance **On London Dates**

London, Aug. 9.
American acts arriving here with
their props have found it difficult
to land lately, with Customs officers badgering them over the tax
question of the essential part of
their act.

question of the essential part of their act.
Latest act to encounter trouble, which nearly delayed their open-ing date at Bristol was The Ru-dells when they were not allowed to land with their specially built trampoline, an integral part of the act.

act.

After a lot of trouble, the Charles Tucker's agency, who booked act, was finally compelled to put up a bond of \$1.600 before' act was permitted to go through. This was on top of trouble the act encountered when arriving at Southampton and finding their baggage, insured for \$2,000, missing.

baggage, insured for \$2,000, missing.

Another act encountering same difficulty, with same result, were Tom and Jerry, comedy-bar act. Agency again deposited bond in this case. This despite explanations that props were tools of trade, and that acts had Ministry of Labour permit to work here.

Upshot of the hassle is that matter has been taken up by the Variety Artistes Federation, who have made suggestion that acts booked in future for England should notify them and their agents of the essential props they are bringing over so that the matter could be taken up with the Customs authorities to avoid further delays in future.

New Orleans, Aug. 9.
Judge Leo Blessing of the Juvenile Court last week lambasted French Quarter night club operators who hire entertainers "because of their criminal records." He also attacked New Orleans newspapers for publishing advertisements of such attractions. Judge Blessing said that certain nitery operators "attempts to capitalize on participation in crime is revolting to decency and insulting to the Intelligence."
The judge was commenting as chairman of a citizens' advisory committee. He said:
"Newspaper advertisements relative to theatre and night club entertainment, have, in the past been decidedly objectionable, according to the criteria which the committee employs in judging comic books.
"The committee understands that advertisements must necessarily attract the custoner's attention and interest, but this committee feels that the newspapers should exercise more restraint in presenting their material as a further safeguard to the morals of this community."

On the subject of night clubs and their use of former criminals as entertainers, he said his committee "has no right to complain officially since prostituting of the community's moral decency is not within the scope" of the group's purpose.

"In calling attention to these objectionable conditions. the community commendations and their conditions.

within the scope" of the group's purpose.

"In calling attention to these objectionable conditions, the committee hopes that the organizations whose representatives compose this committee, will be able to alleviate such conditions by whatever concerted action may be advisable."

visable."
Targets of Judge Biessing's attack were Satira (Patricia Schmidt), pardoned by the president of Cuba in the Lester Mee murder case, and Vickl Evans, a principal in the Robert Mitchum marijuana case, who appeared recently at two French Quarter spots. Their appearances were widely advertised.

Chez for Thomas

William Morris Agency has set Danny Thomas for a six-week run at the Chez Paree, Chicago, open-ing Aug. 26.

Agency is currently negotiating other cafe and vaude dates for the

PENNY EDWA



Motion Picture Credits "TWO GUYS FROM TEXAS" Opposite Jack Carson

"FEUDIN", FUSSIN' AND FIGHTIN'" Opposite Donald O'Connor

> "THAT HAGEN GIRL" Opposite Rory Calhoun

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Blackpool, Britain's Atlantic City, Still Boff Show Town; U.S. Acts Score

By HARRY REGENSBERG Blackpool, Eng., Aug. 2. Blackpool, Lancashire, with a steady population of 151,600, and a floating population of 260,000 during summer months (late June to end October), mostly from Midlands and North of England, has the biggest show biz in the world for the size of the town. It's the English Atlantic City.

Boasting 14 theatres, all running

Engush Atlantic City.
Boasting 14 theatres, all running live shows, it provides a flow of entertainment comprising revue, vaudeville, ice and water spectacles and circus to millions of visitors and locals, with the season absorbing some of the biggest radio and vaude names. These shows pay out around \$120,000 in salaries per week, with their intake exceeding \$240,000 per week.
Although the weekly revenue of

\$240,000 per week.
Although the weekly revenue of
34 London West End shows exceeds
\$400,000, Blackpool's weekly return
is really fantastic, considering that
admission prices are much lower
than in London. But that is not all
Blackpool subscribes to. Besides
the 14 live shows, it also has 18
picture theatres, which garner
around \$85,000 per week.
Two oddities stand out in Black-

around \$85,000 per week.

Two oddities stand out in Blackpool's entertainment. First, all the
stars featured here are males, with
not one femme name; and (2), not
one theatre stages a straight play.
Only time town had straight play
for the season was in 1942, when
George Black produced "No
Orchids for Miss Blandish" prior
to its lengthy run at the Prince of
Wales, London. This freezing out
of straight plays has caused plenty
of tongue-wagging among the
town's intelligentsia.
Biggest entertainment purveyors

town's intelligentsia. Biggest entertainment purveyors are the Blackpool Tower Co. and Blackpool Winter Gardens & Pavillon Co. Joint ventures have a share capital of \$5,000,000, with current market price of shares around \$40,000,000, all held privately. vately.

Topper among their spots is the

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Tower Circus, a 3,000-seater, playing 15 shows per week to average gross of \$40,000.

gross of \$40.000.

The Opera House is next with 3.080 seats. Show staged for second year by George and Alfred Black is "Mid-Summer Madness," with cast headed by Charlie Chester and his Radio Gang, one of the top features on BBC. It's an elaborate entertainment costing \$120,000 to produce. Chester's main supports are George and Bert Bernard (Americans), whose salary is \$2,400 per and Andrea Dancers, who played America last season, and were originally known as the Mexicanos. The Blacks' show did capacity last year, averaging \$28,000, but this year it's likely to be nearer \$26,000 for 12 performances.

The Palace, also a Tower con-

The Palace, also a Tower con-ern, plays regular vaudeville cern. plays regular vaudeville policy all year round, mostly English stars, such as George Formby, Steve Conway, et al., supported by American and Continental stars, and does a steady \$16,000 to \$20,000 per week according to the star's pulling power.

000 per week according to the star's pulling power.

The Grand theatre, leased for second year by bandleader Henry Hall, stages "Buttons and Bows" revue headed by Donald Peers, a vaudevillian who has made meteoric strides in the last few years. Unrecognized for many years with salary ranging around \$100 per, he has jumped to the fore, due to his many broadcasts, and is considered one of the top singles today. Although booked by Hall for \$1.000 per, his contract was doubled by mutual arrangements, and he is now drawing \$2.000 per. Important support given to Peers is by Robert Lamounet, wellknown in America. Billy Russell, old vaude standard, and Ernest Arnley and Gloria Day. Former is a clever all-round performer who should be grabbed for a West End revue, for which he is idealty suited. Show is doing 12 capacity performances, with gross around \$20.000.

Winter Garden, another of

around \$20,000.

Winter Garden's 'Annie'
The Winter Garden, another of
the BTC properties, was formerly
a picture house and has undergone
extensive structural alterations for
the staging of Emile Littler's
"Annie Get Your Gun." It's doing
capacity nights, with 90% capacity
on its three matiness, garnering
\$17,000 per, which is plenty profitable.

BTC's action in leasing the Winter Garden to Littler is being contested by the Black brothers who claim that the Littler deal was closed after they signed contract for the Opera House, and manage-ment has thereby misled them. They are claiming damages, alleg-ing this opposition is hurting their bit. Claim involves big money and protracted legal difficulties, with protracted legal difficulties, with likelihood that case will be settled out of court.

BTC's Tower Ballroom is another revenue-getter. It's the only known spot in England that stages ballets for kids. It holds 5,000 and

jams 'em in at 40c each daily, yielding around \$12,000 per.

Most formidable opposition to BTC are Jack Taylor and Tom Arnold. These formerly played their shows for the Tower management, but there's a big rift which has developed into a feud. T. and A. are gradually getting their teeth in and have now three big shows here and already scouting the field for more spots for next year.

Biggest of their ventures is Solomon Schneider's "Water Follies" at Derby Baths, newly constructed Blackpool Corp.'s building. It's Stonges and Penny Edwards.

Biggest of their ventures is Solomon Schneider's "Water Follies" at Derby Baths, newly constructed Blackpool Corp.'s building. It's staged by Jean Le Seyeux, and stars Johnny Weissmuller, assisted by Dutch Smith, at joint salary of \$5,000 per week. T, and A, are paying a \$48,000 rental for a 12 weeks' season, plus around the \$60,000 cost of production, not counting overhead of rest of big cast. Spot is away from the entertainment center. With all the difficulties, show is doing near capacity, with advance bookings well ahead. Weissmuller, due to a pic commitment, quits Aug. 20, with rest of show staying on till October, with Peter Fick and Eddie Rose taking the head spot. Show then tours Europe, covering Paris, Geneva, Brussels, Copenhagen and Stockholm.
T, and A.'s second venture is at

Geneva, Brussels, Copenhagen and Stockholm.

T. and A.'s second venture is at the Hippodrome, a picture theatre owned by Associated British Picture Corp. which they leased last year. Show is Robert Nesbitt's new edition of "Coconut Grove" revue, with last year's stars, Jewel and Warriss, ace radio names. Show is built on lines of Littler and Arnold's London Casino "Latin Quarter," including the reception orchestra in the fover and and Arnold's London Casino
"Latin Quarter," including the reception orchestra in the foyer and
the nudes. But revue suffers from
too much Jewel and Warriss, who
barely give others a chance. They
certainly try to earn their \$4,000
per. Support has Josef Locke,
radio and disk name. Formerly
an Irish cop, he crashed show biz
getting around \$120 per a couple
seasons ago. Now he is in the
\$1,250 bracket. Has a pleasing
enough voice. Of American contingent, Gil Maison and his pets
and Wally Boag score, while Julie
Andrews, a kid protegee, whams
'em. Intake averages around \$25,000
which is still a moneymaker.

000 against last year's \$28,000, which is still a moneymaker.
Orchid Room, on the Central Pier, is T. and A.'s other venture. Revue type of entertainment, credited to Robert Nesbitt, it stars Frankie Howerd, who, despite his radio rep, is plenty blue and often resented by the customers. But he manages to pack 'em in with able support by Carl and Faith Simpson (Americans), and 'Freddy 'Schweitzer', of Teutonic origin. Simpson (Americans), and 'Freddy (Schweitzer), of Teutonic origin, brought over to England by Jack Hylton in the days when he was maestroing. Act is antiquated, having changed little in years, and is more suitable for a circus arena. Music publisher Lawrence (Continued on page 60)

Big Competish Looms For Bunched Talent in Omaha

Omaha, Aug. 9.
Fevered competish for audience coin looms here the latter part of the month. Max Clayton is bringing in the Judy Canova show at the Auditorium Aug. 29. The following night, Spike Jones plays a one-nighter at Tristates' Orpheum theatre.

Heatre.

Plenty of ballyhoo is already being used for both attractions. Jones gets a strong draw from the rural sections, from which several hundred mall orders have already come in. Ak-Sar-Ben has Mimi Benzell, Ted Drake and Carla Marche at the Coliseum Aug. 10.

Parnell Holds Palladium Vaude Season to Oct.

Vaude Season to Oct.

London, Aug. 9.

Val Parnell will continue vaude at the Palladium until the end of October. Parnell is bringing in Alfred Blacks' Blackpool show, "Midsumnier Madness," which will remain until the pantomime season begins around Xmas time. House was originally scheduled to bring in Bernard Delfon's "Folies Bergere Revue," but show is going into the Saville instead. Change in plans was due to the flop of "Roundabout," Delfont's new nuisical, which bowed at the Saville last Thursday (4).

lausteal, which bowed at the Saville last Thursday (4),
Henry Hall's current Blackpool show, being staged by Jack Hylton, replaces "Together Again" at the Victoria Palace late in October. Revue will remain for four months exiting when the new Crazy Gang show is ready.

Vaude Bill for Aug. 26

Minneapolis, Aug. 9.
Tremendous business done by
the two stage shows at Radio City
and RKO-Orpheum last month has and RKO-Orpheum last month has prompted Minnesota Anusement Co. (Paramount theatre circuit) to make a hurried booking of more flesh for its 4,000-seat Radio City during State Fair week. Aug. 26.
Show will include Ted Weems orchestra. Bob Crosby. Three Stooges and Penny Edwards. Next Orpheum vaudeville show isn't due until Sept. 15.
The July stage shows were the first vaudfilm offerings locally in more than a year. With Frankie Carle and the Mills Bros. Radio City did just under \$42,000, while the vaude unit chalked up almost \$25,000 for the Orpheum.

AGVA BENEFIT PULLS 4G-5G IN MOUNTAINS

4G-5G IN MOUNTAINS

The first of a series of benefits to aid the Death Benefit Fund of American Guild of Variety Artists was held Sunday (7) night at the Concord hotel. Lake Kiamesha, N.Y. It drew large attendance in the mountain area and while returns have not as yet been computed, it is believed a sum between \$4,000 and \$5,000 will accrue to the fund which will provide \$500 insurance for its members.

Benefit was the collaborative efforts of Jimmy Lyons, eastern regional director of AGVA and Jackle Bright, chairman of AGVA's N. Y. branch board. Duo plan to stage several similar events in the mountain area before end of the season.

Myron Cohen emceed the affair, with some 30 acts comprising the entertainment, which lasted almost until dawn.

Kentucky Fair Shakeup

Kentucky Fair Shakeup

Major shakeup was given the
Kentucky State Fair administration
last week when Manager George E.
Lambert requested resignations of
General Superintendent John C.
Wehrley and Ann B. McCrocklin,
secretary to the Fair Board. Wehrley had been an employee of the
State Fair for 3 years, and Miss
McCrocklin for an almost equal period.

riod.

An assistant manager has been appointed, to serve only through the State Fair period, while Ed Brooks, former grounds engineer, has been appointed to the Superintendent post.

Saranac Lake

By Happy Benway

By Happy Benway
Saranac, N. Y., Aug. 9.
Deerwood Adirondack Music
Center held its fifth concert at the
local Town Hall. Orch under
the direction of Nicholas Harsanyi, with Madame Agi Jambor,
pianist, featured. It was highly
successful and sellout. Seventeen
patients of Variety Clubs hospital
attended as guests of Mrs. Ernest
Wood, see'y of Saranac Lake Tuberculosis Society.
Lew Deag. blackface comedian,
curing at Mattapan, Mass., expects
an all-clear in September.
John (HATSE) Nolan and Eugenie
(legit) Reed mastered the phrenic
merver' operation and doing
nicely.

"nerve" operation and doing nicely.

Larry Doyle, yesteryear second-baseman of the N. Y. Glants was saluted on his recent birthday by radio station WNBZ, the Pontiactheatre and Durgans nitery. He's doing nicely at the Trudeau sanatorium here.

Robert Louis Stevenson Society held its 35th annual meeting at the Stevenson Memorial Cottage here. Dr. David McKee was the principal speaker. Many of the actors colony attended.

Dr. Sam Harben and the Si Hemmelrechs in from Philadelphia to chat with Bob Pasquale, who is doing O.K.

Write to those who are ill.

JACK LINDER RESUMES BOOKING FOR VAUDE

Jack Linder, indie vaude booker and quondam legit producer, who shoved off to Hollywood years ago when the vaude market collapsed, is back in New York to establish another vaude booking agency due to renaissance variety bills are en-

joying.

Linder claims to have lined up 15 houses, independents, which he formerly booked in the heyday, as the nucleus for a new circuit hell organize to get under way around Labor Day. Reticent to name houses until pacts are actually signed, he did state that they were in the New Jersey. Pennsylvania and upper New York areas. Associated with him in the new booking setup will be Edward Hanna, who will scout additional houses and talent. Hanna will leave on a field tour later this week.

Although Linder's concentration

Although Linder's concentration will be on vaude bookings, hell still retain his legit and television department under Harry Flelds, with Danny Fagan assisting him on the bookings.

Will Mahoney Plans Revival Of Old Act for U. S. Tour Will Mahoney, comedian and

headliner when vaudeville was at its peak, has returned to the U.S. after some 15 years in Australia and reportedly will revive his old turn for U. S. dates. Now vacationing in the Adirondacks, he was famed for a routine in which he played the xylophone with feet.

played the xylophone with feet.
While in Australia, Mahoney became one of Down Under's top
showman with interests in a flock
of theatrical enterprises. As operator of the Cremorne theatre,
Brisbane, he has presented revivals
of George M. Cohan's "Little Nellie
Kelly" and "Sunny." His wife,
Evie Hayes, is co-director of the
Cremorne and currently is appearing as "Annie" in "Annie Get Your
Gun" for Williamson-Tait in Aussie. ing as "Annie" in "Annie Get You Gun" for Williamson-Tait in Aussie



BEVERLY HILLS COUNTRY CLUB COVINGTON, KY.

"Cardini, Easily the Best of the Sleight-of-Handers.

ABEL, VARIETY MARCH 9th, 1949

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GEORGE-ANDRE

The Man With the Dancing Finger

Returning from 6 Months Tivoli Circuit, Australia

8 Months, Ken Murray's Blackouts Thanks to Hershey Martin M.C.A.



Rochester's Unit Wows Even The **Memphis Censors**

Despite a steady rain during the day, the Eddie (Rochester) Anderday, the Eddie (Rochester) Anderson all-Negro Hollywood variety
revue was a sock hit with the combined white and Negro audience
Thursday (4) at Martin Stadium,
the local Negro baseball park. And
the payoff was that the all-Negro
show also caught the fancy of the
hard-boiled Memphis Censor Board.
Avery Blakeney, who was assigned by censor "czar" Lloyd T.
Binford, told promoter Maty
Brescia and the press that "it was
a good, clean show—very entertain
ing—hope Memphis gets more
shows of this kind." The local censor board heretofore Has usually
uit the clampers on shows where
Negro talent was involved.
Rochester was practically a showstopper in every scene, and tied
the audience in knots with his
clever patter about his "boss,"
Jack Benny.
The Jubalaisies featured on the
Amos 'n' Andy radio stanza
clicked with their smooth-sailing gon all-Negro Holiywood variety

The Jubalaisies featured on the Amos 'n' Andy radio stanza clicked with their smooth-salling spirituals and terrif blues. They won salvos on all. Mabei Scott, torcher, also scored with topfight rendition of "Elevator Boogie Girl." Scat Man Carrouthers working with Rochester was also solid in the laugh department. Edwards Sisters, dancers, and Naomi, piantist also contributed to overallists also contributed to overall

Sisters, dancers, and Naomi, pianists, also contributed to overall impact of show. Joe Lutcher's band was tops in the backgrounding. The unit played to 4,100 white and Negro patrons. Federal Artists Corp. of Hollywood, is directing the Rochester tour which has included Houston, Denver, Joplin, Topeka, Kansas City, Salt Lake City, Atlanta and Oklahoma City.

Record Crowd Expected At Stamford Expo

Stamford, Conn., Aug. 9. More than 50,000 people are expected to visit the nine-day Exposition of Progress being held here Sept. 10-18. The first trade show and fair to be held here in 23 years, the Exposition has practically sold out its 70,000 sq. ft. exhibition area. A special bill put through the Connecticut legislature and signed by Governor Bowles will allow the exposition to operate afternoons and evenings of both Sundays during its run.

Stamford Chamber of Commerce and their affiliated organizations, the Stamford-Greenwich Manufacturers' Council and the Stamford Retail Merchants Councils are sponsoring the project. 23 years, the Exposition has prac-

soring the project

JAY MARSHALL Is Still at Billy Rose's Diamond Horseshoe



ECKSTINE PACTED FOR 3 LOEW'S DELUXER DATES

Billy Eckstine, who's currently riging the crest of a popularity wave, has been set for a threeweek tour of Loew's deluxers by the William Morris agency. Colored songster will head his own package, which is being currently assembled and will be booked in for a flat sum, undisclosed. He will pay off the other acts.

pay off the other acts.
Sidney Piermont, Loew's booker,
has set the unit to tee off at Loew's,
Syracuse, Sept. 30. It then plays
Loew's, Rochester, Oct. 7, and
Loew's, Buffalo, Oct. 14.
Eckstine is currently playing a
nitery stint at the Bowery, Detroit,
where he is establishing new records for the spot, according to
Frank Barbara, nitery's op.

Hypnotist Slater, Back From European Tour, Blasts Brit. Tooters

Peeved with the British musicians union, hypnotist Ralph Slater declared upon his arrival in New York last week on the Queen Elizabeth that he's quit British theatre dates for a "long time" to come. Slater's dissatisfaction stems from a bill for \$44 handed him by tooters at Manchester's Hippodrome theatre for 25 minutes overtime incurred during a performance at the house last month.

Time runover came about when Slater "cured" a paralysis victim who had been afflicted since birth. Both audience and musicians agreed to remain while he attempted the cure, the hypnotist explained. In view of the circumstances he felt it was unfair for the band to bill him. He noted that the sum itself was of no consequence, but the principle of the thing was disturbing.

Slater originally went to Britain for a four-week stand that later blossomed into a nine-month tour of the country. In a week's stint at London's Empress Hall last May, he grossed \$24,000. Currently he has deals pending for vaude, films and television. However, none has reached the inking stage as yet. Time runover came about when later "cured" a paralysis victim

SPIKE JONES UNIT TO SPARK TEXAS FAIR

Dallas, Aug. 9.

Spike Jones and his City Slickers will give 30 shows at the State Fair of Texas this year, the most performances ever given during the State Fair run at the Auditorium.
The show opens Saturday, Oct. 8 and will give three performances daily. Ticket prices will range

daily. Ticket prices will range from \$1.30 and \$3.10, tax included

Among new performers signed for the Spike Jones show are Au-drey Hoss, acrobat; Evelyn and Betty, dance duo, and Bill King,

While here, Jones will make several personal appearances in Dallas stores as well as lead the downtown parade on the opening day of the State Fair.

Future of Miami's Copa City To Be Threshed in Court

Miami Beach, Aug. 9.
Future of the fabulous Copa City here remained in doubt after further meetings of creditors and re-

ther meetings of creditors and receiver last week.

Bid to take over on a \$12,500 payment and assumption of debts by a local realtor was nixed when attorneys for a group of creditors moved for bankruptcy instead.

Unnamed group also was said to have offered to take over at a yearly rental of \$80,000. Hearings on the bid and the bankruptcy action will continue, but any possible reopening of the spot in time for the big pre-season conventions became dim, with some observers pointing out that even takeover before 1950 might be stymied by the court fight.

might be stynned of the fight.

Murray Weinger, who built the Norman Bel Geddes designed place, is now in Massachusetts Memorial Hospital (Boston), awaiting a second operation for a blood pressure condition. Before going Firemen had only water enough to north he said he may retire from cafe business.

Vaude Stops Traffic

Minneapolis, Aug. 9.
During the week of vaudeville at the RKO-Orpheum, the
long lines at the box-office created a traffic problem, Cedric
Adams reported in his Star

column.

The sight of a huge throng in front of a local theatre, he pointed out, apparently is so unusual now that it has become a traffic jammer. Persons driving by stopped to gape and then came the clogging, he said.

'SALUTE' SERIES BOFF IN CHI, FRISCO, L. A.

"Salute" series, originated by Ernie Byfield in the College Inn, Hotel Sherman, last Nov., has apparently been the answer to nitery blues both for the Inn and other spots in the country where the format has been tried. Current "Salute to Rodgers and Hammerstein," the third in the series at the Sherman, is still packing them in its 14th week. Original production, "Salute to Gershwin," had a successful run at the Ambassador, Los Angeles, with producer Sherman Marks planing to the Coast to produce it. It's currently playing produce it. It's currently playing to near SRO at the Mark Hopkins,

to near SRO at the Mark Hopkins, San Francisco.
"Salute to Gershwin" and all other salute units are booked by MCA, with the Gershwin show playing Sacramento, Aug. 8-10-11, following with two-week runs at Cal-Neva Lodge, Lake Tahoe and The Flamingo, Las Vegas. The second of the series, "Salute to Cole Porter," is being whipped into shape by Marks for the Coconut Grove of the Ambassador hotel, Los Angeles. Coast hotel will probably book the Rodgers and Hammerstein unit when it concludes its current run at the College Inn.

Seattle Clubs Stymied In License Hassle

Seattle, Aug. 9. clubs, including Ten Seattle Clubs, including some of the town's best known, have been refused Class H club liquor licenses and will either have liquor licenses and will either have to close or apply for regular res-taurant liquor licenses. Club's re-fused include the Athens Club, Ma-gicians. West Seattle A.C., Blue Button, and Seattle Business Men. Many had feature bands and floor

Some clubs have already gotten

Some clubs have already gotten regular licenses and are now operating on an "open-house" basis. The Cirque Club currently has Cralg, Stevens and Ames, with Paul McRae's band and other clubs are now emphasizing food service.

A number of other clubs that have dancing and/or entertainment are now operating on temporary liquor licenses. These include the Town and Country, Aero-Marine, Colored Waiters, Porters and Cooks, and Sourdough Club.

Durante Postpones Copa (N.Y.) Booking Till Nov.

Jimmy Durante was compelled to cancel out his N. Y. Copa date next month due to pix and other commitments that will keep him on the Coast. Comic notified management to that effect this week, but said he would play the date possibly in late November or December.

possibly in late November or De-cember.

Copa has since juggled its sched-ule and will bring in Joe E. Lewis and Kay Starr, songstress, to fill the former Durante date starting

Borge's Toronto Encore

Toronto. Encore

Toronto. Aug. 9.

Victor Borge, playing a repeat
date at the Elmwood hotel within
the space of a couple of weeks, is
pulling teriffic biz. Hotel room,
with a capacity of 700, has been
turning away customers nightly.
Danish comic was rebooked into

the Elmwood after playing a week at Jack Heller's Carousel in Pitts-burgh, where he broke the spot's opening night record.

LIMA (0.) NITERY RAZED

Ringling Circus Switches Dates To Avoid Conflict With Minn. Fair

'Vanities' Back for 1950 Run After London Click

Cast and other personnel of "Skating Vanities," which closed a nine-week, run at the Wembley Pool, London, Saturday (6) arrived in N. Y. via two chartered planes Monday (8) and will immediately go into rehearsals for the 1950 tees off in Montreal, Sept. 14. In addition to London, show also played engagements in Zurich and Paris. edition of the roller production. It

Producer Harold Steinman stated the show could have extended the London date had it not been for prior commitments for the new

Contino, Hypoed By Heidt Vaude Tour, Becomes B.O. Lure

Cincinnati, Aug. 9.

Dick Contino, accordionist who jumped into prominence via Horace Heidt's vaude unit, has become a powerful b.o. draw in theatres and one-nighters. Contino completed a week at the RKO Albee last Thursday (4) and drew a neat \$8,700 as his share of a gross that approximated \$28,100. He went into the Palace theatre, Cleveland, the next day and is reported to have run up a \$4,400 opening day gross.

up a \$4,400 opening day gross.
When Contino finishes in Cleveland, he'll begin a series of six
N. Y. state one-nighters, in Niagara
Falls, Batavia, Lockport, Utica,
etc., for which he has guarantees
of \$11,000. He's heading his own
unit of seven acts and a small band.
Joe Glaser's Associated Booking
handles his dates.

Minneapolis, Aug. 9.
Ringling Bros., Barnum & Bailey
circus, which played three days in
the Twin Cities last season (two in
Minneapolis and one in St. Paul), Minneapolis and one in St. Pauli, is passing up Minneapolis and St. Paul this year, but will show in three other Minnesota towns, Winneapolis and St. paulith, Aug. 16, and Bemidji, population, 13,000, Aug.

It's because of a state law pro-hibiting appearance of a circus in Minnesota during the 18 days pre-ceding the State Fair which opens in the Twin Cities Aug. 27 this

in the Twin Cities Aug. 27 this year.

Through some strange process of reasoning, the circus, unable to hit the state at any other time, figures it's all right to disregard the law as long as it keeps away from the Twin Cities. Therefore, the aforementioned bookings.

C. E. Houston, assistant state attorney, says there's little chance anybody will try to prevent the circus from showing at the three Minnesota towns or prosecute it for law violation.

iaw violation.
"Somebody would have to file a

"Somebody would have to file a criminal complaint in court or a police officer would have to arrest circus officials for gross misdemeanors in order to stop or hinder the showings," said llouston. "I doubt if anybody, including the State Fair officials, cares that much."

much."
The circus last year played the Twin Cities July 29-31, well ahead of the 18-day period. The longer Chicago run this season pushed back the Minnesota visit and made it impossible to reach Minneapolis and St. Paul in time.

CAFE'S NO-TAX POLICY

Dallas, Aug. 9.
A new policy is being put into
effect here at the Mural Room of
the Baker Hotel, with no luncheon
floorshows and no tax except on

the Baker Hotel, which is a second on tax except on Wednesday.
Current on the band stand is Dick LaSalle and band. Floorshow features the Cooper Sisters.



"GODDESS OF SONG"

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Night Club Reviews

Riviera
(FORT LEE, N. J.)
Martha Raye, Harry Richman,
Ben Yost's Guardsmen (5), Donn
Arden Girls (17), Walter Nye
Orch (9), Catalino Rhumba Band
(9); minimum \$3.50, and \$5.

Orch (9), Catalino Rhumba Band (9); minimum \$3.50, and \$5.

While the August heat is proving a tough hurdle for most Broadway niteries. Bill Miller's Riviera at suburban Fort Lee, N. J., has an effective antidote for a skyrocketing mercury. For in Martha Raye and Harry Richman, who bowed here last Wednesday (3), this deluxe roadhouse atop Jersey's Palisades boasts a potent iure that should pay off in hefty covers in the duo's four-week stand.

Nostalgla is the keynote of the new layout. In making her intro. Miss Raye recalls that it's her first Riviera stint since 1932, while Richman was part of the cafe's sock 1941 combo whose other members included Joe E. Lewis and Sophic'Tucker.

A comedienne whose style often borders on the blue, Miss Raye occasionally lapses into a too earthly lidom. However, her overall demeanor emerges so patently frank and disaming. From her initial errance where she appears garbed in strapless gown, plume hat, ermine stole and leading a brace of Afghan hounds, Miss Raye goes on to essay some seven tunes amid much mugging, ad libbing and general insouclance.

In her 42 minutes on stage, Miss Raye works dilivernity and scores.

niuch mugging, ad libbing and general insouciance.

In her 42 minutes on stage, Miss Raye works diligently and scores, among others, with her standard "Mr. Paganini," a sexed up version of Gershwin's "Summertime." "Sunny Side of the Street," and a risque calypso, "Feets Too Big for the Bed." The comedienne's proficiency is such that she doesn't need to remark on her underarm shaving nor are her Minskyish references to other anatomical areas necessary.

erences to other anatomical areas necessary.

Once America's No. 1 cafe song salesmen, Richman is still debonair and in good voice despite the more apparent inroads of time. He handles "Your Broadway" and "I C'n't Give You Anything But Love" as a warmup, then a few bars of "Old Gang of Mine" to pave the way for a medley of Jolson's "April Showers," Brice's "My Man," Cantor's "If You Knew Susie" and Tucker's "Some of

"My Man," Cantor's "If You knew Susie" and Tucker's "Some of These Days." It's a strong sequence that registers neatly. Richman reprises his famed "Puttin" on the Ritz" and bows off with "Birth of the Blues." Although the veteran warbler was announced as suffering from a cold on opening night, his piping gave little indication of his ailment.

Ben Yost's Guardsmen, vocal quintet who are package. Ben Yost's Guardsmen, vocal quintet who are packaged with Miss Raye, click with such harmonies as the standard "Stout Hearted Men" and "O! Man River." Dressed in smart military attire, they're a crack crew of choristers. However, their impact is somewhat dulled by a return stint near the finale. For the show is already topheavy with singers and the Guardsmen's re-

River." Dressed in smart military attire, they're a crack crew of choristers. However, their impact is somewhat dulled by a return stint near the finale. For the show is already topheavy with singers and the Guardsmen's reappearance tends to accent the pletitora of vocalisthenics.

Sandwiched between the turns are several of Donn Arden's production numbers. Dozen ponies and five showgirds are an eyefilling unit. Group's dancing sequences help bring about a change of pace, but an added terp act would give the entire session a better balance. Waiter Nye's crew cuts the show creditably while Catalino's Rhumbas provide competent Latino rhythms.

Roosevelt Griii. N. Y.
(HOTEL ROOSEVELT)
Nat Brandwynne Orch. (12) with
Virginia Allen, Cutun Rhumba
Orch. (4); cover \$1 weekdays;
\$1.50 weekends.

and Brandwynne's pianoing is also a decided asset.

Virginia Allen Creditably vocals such tunes as "True to You in My Fashion" and "There's a Change in the Weather." While her voice leaves little to be desired, the brunette Miss Allen could achieve greater visual impact with a white dress instead of the black gown she wore when caught.

Relief orch is Cutun and his rhumbas. Small crew adequately handles the Latino rhythms. Withal the Grill makes a pleasant divertissement for midtown cafegoers.

Gilb.

Piping Rock (SARATOGA SPRINGS, N. Y.)

Hildegarde with Salvatore Gioe Orch, Sammy Watkins Orch; no cover or minimum.

Although the Saratoga Spa doesn't expect prosperity business this year, it can be safely assumed that the Piping Rock will get its share with the engagement of Hildegarde. This spot and Riley's are the only cafes that are going in for sizeable entertainment budgets. The others apparently feel that the big-monied spender is an extinct species which will not return until a major economic upturn hits the upper brackets.

Hildegarde, in this spot for the

is an extinct species which will not return until a major economic upturn hits the upper brackets.

Hildegarde, in this spot for the first two weeks, shows appeal for the horsy set and captivates with the same charm and showmanship that has made her the all-time draw at the swank Persian Room of the Plaza hotel, N. Y. The Rock's audience is somewhat different from the chi-chi spots in which the Milwaukee mamselle is accustomed to working, yet her brand of entertainment boffs with a high degree of potency. Her small talk and intime chansons generally hit their mark. Knack of charming the ringsiders is evident.

Chantoosey works under a tremendous handicap in this spot. The general run of her work is geared to intimeries and in this large-seater some of the personal contact is inevitably tost. There are times when Iliidegarde must make an uphill fight to get the far reaches of the room, but the net return after an hour's stay is always gratifying even from those far removed from front and centre.

Hildegarde's material measures up to usually high standards. There's always the accent on charm with copious doses of showmanship always evident. It's a parlay that has made her a staple in the upper brackets of entertainers and one which, as far as entertainment values are concerned, justifies the \$11,500 weekly paycheck.

ues are concerned, justifies the \$11,500 weekly paycheck.

ues are concerned, Justifies the \$11,500 weekly paycheck.

Again the dressing given her act accentuates the songstress' particular talents. Her maestro of longstanding. Salvatore Gioe, has dressed up the musical backing superbly. The backgrounding superbly. The backgrounding pared by Gioe's sapient planopounding adds materially to Hildegarde's effectiveness.

The Rock is probably one of the most expertly decorated rooms in the country. The shocking pink and chartreuse decor is exhilarating without being flamboyant. The spot was re-done two years ago.

Max Sellette, of the Latin Quarter. N. Y., is again at the helm of this room, with Nat Levin, Bob Mentzer and Frank Zolta, operators of the Casabianca, Palm Beach, in charge of food and service. Eddie Elkort is listed as entertainment director. Under this setup, it's been decided to lower tariffs from last season. Instead of the stiff a la carte tap, dinners start at \$5, which, according to Saratoga standards, makes the Piping Rock a top entertainment buy for the area. Joe E. Lewis and Connee Bosweil will round out the season starting Monday (15).

Liberty." Costuming and routine continue to impress.

Ambassadors score with selections from "Student Prince" and "Vagabond King." Blair & Jean click with fresh, novel dance routines. Fast opener to "I Love Louisa" and "Dancing in the Dark" showcase duo's versatility.

Howard's rendition of his disclicks, "My Last Goodby," "If I Knew Then" and "Careless" hold aud's rapt attention and rate kudos. Show's finale a weird and fascinating production scene, "Baitet le Mer," has excellent lighting and musical effects, with under-water lifts and garnering hefty plaudits.

Betty Gray Trio is satisfactory in relief assignment. Greg.

New Acts

CRAIG, COLLINS & AMES Comedy, Songs 25 Mins. Cirque Club, Seattle

Cirque Club, Seattle Fast-paced "comedy impressions" and song bits that spark make this male trio excellent floor show material, currently lielping the town's first night club, under the new liquor law, get off to a good start. The routine is varied, tower at the test towns make at the the new liquor law, get on to a good start. The routine is varied, moves at fast tempo, makes the customers happy and is getting plenty of laughs so the bits are a "natural" for this type of attrac-

plenty of laughs so the bits are a "naturai" for this type of attraction.

"Impressions" lampoon politco and theatre greats and near-greats in a way designed for fun and run true to the pattern. John L. Lewis, Pres. Truman, Churchill, Eleanor Roosevelt, Sinatra, Boyer, etc., are the impersonations, all excelently done. All three are equally clever and accent the comical manerisms and styles of the subjects. Collins paces the act nicely. Trio opens with a ridiculous "Sabre Dance" version. Hollywood is satirized with a nifty number showing physique and facial bulld up in making a star out of a new, arrival. Designed for fun. there is plenty of it all of the 25 minutes with no lagging.

with no lagging. Trep.

ANTHONY, ALLYN & HODGES
Comedy aero-ballet
9 Mins.

Music Hall, N. Y.

Anthony, Allyn & Hodges, two
men and a gal, are a classy aerohoofing team with a comedy flair.

Trio makes an initial impression as
a highbrow ballet unit at the Music
Hall but soon cuts away into a
series of trip-ups, pratfalls and
complex tangles of arms and iegs.

This is familiar stuff but this combo executes it with firstrate timing
and appealingly graceful form.

Closing bit comprises some fast
tossing of the gal between the two
guys. While preserving a comedy
approach, trio socks across a
series of precarious body twirls
with the gal taking all the chances.

They make a handsome grouping
that's okay for niteries and vaude
houses. Herm.

BILL NORVAS & THE UPSTARTS (5)
Song and Dance
10 Mins.
Chicago Theatre, Chi.
While still in the unwrapping
process. group being only formed
this whiter, youthful quintet gives
every indication of being top
drawer fare in all fields. Sparked
by Bill Norvas, former arranger
and special material writer, three
lads and two gals, give out with
beat tempo on original compositions. "Booted," and "Some Folks
Have It." Along with the singing
the five give out with some fancy
winging.
For a closer, the group gangs up

For a closer, the group gangs up the leader as he attempts to croon soulfully, "Night and Day," while resisting playful mayhem. Zabe.

Midwest Dates

Iterating Monday (15). Jose.

Iterat

VARIETY BILLS

Numerals in connection with bills below indicate opening day of show Letter in parenthesea indicates circuit; (i) Independent; (i.) Loew; (M) Meas (P) Paramount; (R) RKO; (S) Stoll; (W) Warner; (WR) Walter Reads

Lefter la parentheses indicales circui
(P) Faramount; (R) KKO; (S) 816

NEW YORK CITY
Capitol (L) 11
Tommy Tucker Orc
Golden Gate 4
Nancy Donovan
Paul Winchell
Jerry Mahoney
Music Hall (L) 11
Bettina Dearborn
Clincas Lasky
Glenn Burring
Gene Sheldon
Carl Sand Orc
CINCINNATI
Albee (R) 11
Rabee (R) 11
R

Rockettes Sym Orc Palace (R) 11 Fred Lowery Briants Rockets Boris Patts & Mrs. Waterfall Texas Tommie (two to fill) Paramount (P) 18 Tex Beneke Orc Vic Damone Rudy Cardenas Roxy (I) 12 Sid Caesas Bot Caesas Pitter (P) 12 Carol Lynne Arnold Shoda

VAUDEVILLE BACK! AT FOX THEATRE, St. Louis

F&M STAGESHOWS Inc. Paramount Building DOC HOWE New York Building York Affiliates:—Chicago, Seattle, Los Angeles, Atlanta, Boston, Toronto, Philadelphia, London, Paris, Buenes Aires.

Wally Brown Dollnoff & Rava

Sis 11 Pat Rooney, Sr MIAMI

MIAMI
JOYMPIA (P) 18
JOHN A GREAT
JOHN MORGAN
J. & S. Taylor
J. & R. Rafferly
PHILADELPHIA
Carman (H) 11
A. & M. Havel
Dav Dreamers
one to fill
SYRACUSE
Edwards Bros
Yvonne Moray
Marvellos
Cook & Brow
Yvonne Moray
Marvellos
Cook & Brow
Sieve Evans
Marvellos
Cook & Brow
Sieve Evans
WASHINGTON
Caphiol (L) 11
Vacaphiol (L) 12
Vacaphiol (L) 11
Vacaphiol (L) 12
Vacaphiol (L

GLASGOW Empire (M) 8 Battlett & Dukes Deep River Boys B & R Rema Jean Jack & Judy Olga Varona Scott Sauders Sirdanl Boros & Brook Arthur Worsley

LEEDS Empire (M) &

Dancers
State (I) 11-13
Valentine & Ruth
Astor & Rennee
Reiss Bros
Delmars
14-17
Ed. Mack &
Lorraine

Ed. Mack & Lorraine Lorraine Stewart & Barbour Denny Crystal Flaure State Stat

Farrar
CAMDEN
Towers (1) 12-14
Jordan & Parvis
Minda Lang
Corri & Elsa

BIRMINGHAM
Hippodrome (M)
R & M Lamar
S mith Bros
Leon Cortez
Val & Monty
Lesile Sarony
Count LeRoy
W Latona &
Sparks
Malcia

BLACKPOOL
Grand (1) B
Donald Peers
Billy Russel
Robert Lamourel P
Nobert Lamourel P
Norman Widom
Norman Widom
Pykram & Brandon
Zena Dell
Albert Marland
Opera House (1) C
Andrie Chester (a
Charlie Chester (a

Palace (I) 8
Harry Lester Co
Chris Sands
Bijou & Carol
B & M Konyot
P O'Farrell Co

BRIGHTON Hippodrome (N Kizma & Karen Sam Cosla Flying Rubins Jon Pertwee

Eddie Gordon

BRISTOL

Empire (S) 4
G H Elliott
Gertie Gitnan
Ella Shields
Lily Morris
Randolph Sutton
Talbot O'Farrell
Billy Danvers
Wayne & Barbara

BRITAIN

Les Ritchie & Wendy Eddie Proy Eddie Proy Hopporome (i) & Primo Scala Bd Collins & Brett Jimmy Lyons & Primo Scala Bd Collins & Brett Jimmy Lyons Riches Pros & Morting Hollan & Polins Morting Hollan & Borrah Minevitch Harmonica Rascala Tony Walsh

Ladd Lyon
Billington
Iris Sadler
Dorothy Grav Co.
Archie Eiro Yo.
Dorothy Bayer's Dogs
SHEPHERDS BUSH
Empire (8) 8
JOHN Boles
Bill Rose
Bill Rose
A & V Farrell
Lope & Ray
A J Powers
Doreen & Victor

Cabaret Bills

NEW YORK CITY

Blue Angel Roger Price Josephine Premice Stan Freeman Irene Williams Chittison 3 Bop City
C Ventura Ore
Count Basic Ore
Bunng Briggs

Care Society
Dorothy Donegan
Coleman Hawkins
Lewis & White

Culeman Hawkins
Lewis & White
Copacabans
Romo Vincent
Edwards & Diane
Ramona Lange
Penny Carroll
M Durso Ore
Alvares Orc
Alvares Mera
Juck Gannert
Billy Banks
t
H Sandler Ore
Alvarez Mera
Juenger Ballet Line
Rosita Echice
Rosita Echice
Rosita Chica
Tina Ramires
Los Guaracheros
Viavana-Madrid
Bob & Larry Lesile
Raquel & Rolando
Trini Reves
Station Orc

A J Powers
Doreen & Victor
Harvards
Marie DeVere 3

DRK CITY

Leta Moore
Don Saxon
On Saxon
On Hartow Ore
Le Cog Rouse
Oacar Calvet Ore
Let Cog Rouse
Oacar Calvet Ore
Macombo
Jerry Macombo
Jer

Gene Rarry
Paul Killiam
Clorls Leachman
Bob McMenimen
John Silver
Gloria Manning
Al Cooper Orc
Old Roumanias
Sadie Banks
Bob Fitzerald
Carmen Monloya
Mickey Freeman
Joanne Florio

EDDIE SMITH AGENCY BOOKED THE MAXELLOS

at the Chicago Theatre, Chi Weeks of Aug. 12 and 19 RKO Bldg., Suite 902—JUdson 6-3345

Morris Moyal
Line
Jack Palmer Ore
Latin Quarter
Adeleine Neice
Billy Vine
Albins

Jacques
LEICESTER
Palace (5) 8
Peter Lorre
1 Holst & Milady
8 Wright & Marion
Janel Brown
Chas Ancaster
Craig & Voyle
Dameties
Valee

Valee
LIVERPOOL
Empire (M) 8
Johnny Lawson 3
Charlies Kunz
Charles Hagne
Ben Yost (O
Jimmle Fliot
Max Wall
Valmar 3
LONDON

LONDON
Palladium (M) 8
Carl Brisson
Frances Langford Frances Lan
Jon Hall
Cass Daly
Ted Ray
Chas Chase
Doc Marcus
7 Ashtons
2 Kemmys
2 Laconas
Balcombes

MANCHESTER
Hippodrome (S) 8
Webster Boolh
Anne Ziegler
Harold Berens
3 Rudells
Albert Whelan
Biff Waddington
Sid Plummer

CHICAGO

Blackhawk
At Trace Orc
Jackie Wen
Bob Wen
Bob Chex Pare
Jackie Miles
Betty Reilly
Adorables (10)
Cee Davidson
Betty Bruce
Lino Rhunba Orc
Lino Rhunba Orc
Heisings
At Morgan
Adrianne Laraine
Leon Miller
Billy Chandler Orc
Hobel Bimarek
Betty Jane Watson
Jerry Austen
Johnny Brewer O
H Edgewarer Beach

Joinny Brewer OH Edgewater Beach Eddy Howard Ore Marianne Fedele Blair & Jean D Hild Dancers Yosi Ambassadors Betty Gray 3 Hotel Stevens "Skating Circus"

Betly Alkinson
Charles Hain
Wonder Wanelers
Brinckmann Sis.
Skaling Blydears
Charles & Lucilie
Jack Raffloer
Jerry Mapes
G & B Du Ray
Gloria Bondy
Buddy Rust Palmer House
Sid Caesar
Maria Neglia
Fosse & Niles
Ted Straeter Ore
Sherman Hotel

Maria Neglia
Fosse & Neire Ore

1 Sherman Hotel
Hill Snyder Ore
"Salute to Redgera

4 Hammerstein"
Honey Dreamers

5 Honey Dreamers

6 Enneth Mackensle
Dusty Worrall

Vine Gardens
Lind Bros Gi
Mickey Sharp

Mol Cole Ore
Pancho Ore

Berenice Kazounov, N. Y. con-cert manager, has set Rosario & Antonio. Alec Templeton and James Melton for State Fair aud, Dallas, this season.

Paramount, N. Y. Tez Beneke Orch. (18) with also Douglas. Bu dd y Yeager, footlight Serenaders, Rudy Caneras. Cy Reeves, Vic Damoneras. Cy Reeves, Vic Damone, Rope of Sand" (Par), reviewed in Anist, June 29, '49.

A generally satisfactory stage show which maintains a good entertainment pace throughout. Ironically enough, though Vic Damone, who's plenty hot at the moment due to a series of click records, and tex Beneke are the stars of the layout, it's a juggler who runs off with the top kudos. An applause meter would clearly have showed him standout, when caught.

Rudy Canderas is the guy. A young, slightly built personality who plugs hard from start to finish, the works with a handful of shaved down Indian clubs, three large unber balls, a batch of small wooden ones, and three top hats. And what he does with them, especially the three large spheres, is for laughs as well. It's a slick act of its type. On for about 10 minutes, Canderas got tremendous applause from a packed house.

Damone, fresh from a run at Bill ther's Riviera. Fort Lee, N. J.

minutes, Canderas got tremendous applause from a packed house. Damone, fresh from a run at Bill Miller's Riviera. Fort Lee, N. J., and running hot on the strength of his "You're Breaking My Heart' disk, is also a solid turn, though on the basis of performance caught he could stand a bit of polish on handling of himself. A nive-looking guy in dianer jacket, he turns it on via "Again." then a rhythmic "Little Giri," "My Bolero," an excellent new melody, "Heart" and "Sorrento," the last of which fractured the audience. In his work Damone imparts an impression of syness, a sort of "little boy" demeanor that's distinctly in his favor. On the other hand, that retieence is carried to an extreme. If he could strike a happy medium, he'd have something.

Tex Beneke's crew, made up of stankers including two French.

If he could strike a happy medium, hed have something.

Tex Beneke's crew, made up of nine brass, including two French horns, five sax, three rhythm, plus Beneke, is a good band. It plays cleanly and with enthusiasm and good rhythm. But, the pacing of its tunes here could be improved upon. Maestro recently has desired to get back into the Glenn Miller style. Yet, be doesn't use it here. He opens with "Blues In the Night March," a new RCA-Victor recording, then does "Lover's Gold," with Glen Douglas, in a spot that, for example, "Kiss and a Rose," a recent disk following the Miller ballad style could be used. Later, he does "Lavender Coffin," also a disked arrangement, using the Moonlight Serenaders. It's okay.

Beneke sings. too, of corsee, in addition.

Beneke sings, too, of course, in addition to the group and Douglas. He also uses Buddy Yeager, a trumpeter, for a comedy vocal of "I May Be Wrong." It's neatly done, but a finishing punch is lacking. Cy Reeves, comic completes the

Cy Reeves, comic, completes the layout. A deadpan type of funster, he garners belly-laughs with quickly driven squibs and every so often slips in a stronger one that goes for an explosive hit. None of his stuff is outstanding, but it does a job. His finish is a parody lyric of "O!" Man River."

Biz big when caught

Biz big when caught.

Chicago, Chi

Dennis Day, Chicago, Ang. 5., ale Robbins, Bill Normas & Uparts (5), Acromaniacs (3), harles Dant House Orch.; "Take the False Step" (11). Starte

If more Coast celebs would build If more Coast celebs would build a package around themselves such as Dennis Day has, vaude theatre box-office would enjoy a sudden spurt. Day opens the show, singing "Forever and Ever" and then brings on the Clark Bros. Negro tap team, who hold attention with rapid tapstering and fancy splits to win nifty response.

Fesponse.

Gale Robbins, lush thrush, starts off slowly with "Everywhere You Gales" but gains momentum with "Again," more fitting to her husky delivery. Follows with "I'm in a Jam With Baby" which also sells well, Teams with Day in sock duel of "Baby, It's Cold Outside" for soild returns.

Boom." Follows with impreshes of Harry Lauder, Jean Sablon and Sophie Tucker for additional plau-dits and winds with "Ave Maria" to rock the house. Solid all the

way.
Charles Dant conducts excel-lently.
Zabe.

RKO, Boston

Boston, Aug. 6.
Edwards Bros. (3), Yvonne Moray, The Marvellos, Cook & Brown,
Steve Evans, The Appletons, Frank
Ross & Anita LaPierre, Gus Van;
"Roughshod" (RKO).

If the reaction of the first show

If the reaction of the first show audience at the preem of 'Palace vaude' is any indication, there is no doubt that the Hub welcomes the revival and will support it. Literally hanging from the rafters, the payees, well springled with oldsters, rewarded each act with plenty of mitt action and an enthusiasm seldom seen here. Layout was plenty fast with no 'letup down the line, acts apparently aware of the importance of this teeoff presentation and giving out with solid stints.

Opening with the Edwards Bros. the lads got the bill off to a fast start with a solid sesh of acro and balancing in chairs on top of four bottles and atop a grand piano. Yvonne Moray, billed as 'Dynamite' is just that and her clowning, singing and wrestling with the mike registers solidly. The European importations, The Marvellos in third spot, although billed as a musical act, baffled the stubholders by making musicai instruents appear and disappear into thin air. Cook & Brown, colored steppers, foliow with a fast session of terpsing.

Steve Evans, no stranger here, scores with his comedy impreshes,

sion of terpsing.

Steve Evans, no stranger here, scores with his comedy impreshes, the drunk bit good for plenty of yocks. His new bit, impressions of an audience, could stand some tightening but was well received. The Appletons, two gals and a boy, in the sixth spot, have a fast Apache routine that is plenty knockabout and includes a knife-throwing bit. Sock ciimax has one of the girls belng thrown through a window.

Billed as a "One Man Juke Box,"

through a window.

Billed as a "One Man Juke Box,"
Frank Ross & Anita La Pierre,
breeze through a comedy routine
and throw in a few impressions of
w.k. bandleaders for okay returns.
Gus Van with his collection of
old songs and gags, closes the bill
solidly, winding with a pitch for
the support of vaude and urging
payees to write their Congressmen
for repeal of wartime ticket tax.
Added touch of bringing all the
acts together for finale brought
heavy response from audience.
Biz terrif.

Oriental, Chi

Chicago, Aug. 4.
George Jessel, Chocolateers (3),
Kitty Kallen, Gene Sheldon with
Loretta Fisher, Carl Sand's Orch.;
"You're My Everything" (20th).

Amidst the hub-bub, fanfare and ballyhoo connected with George Jessel's farewell thut positively) appearance tour, a well-paced highly entertaining layout emerges on the stage of the Oriental. Current iayout, hypoed by Ann Baxter's pa, had payees queueing up a block long. Filmster clowns with ter's p.a. had payees queueing up a block long. Filmster clowns with Jessel and gives out with a "Holly-wood isn't such a bad place after all" spiel that garners plaudits. Hour-long show adds up to click family stuff with Jessel's emeecing and stories scoring heavily for yocks.

yocks.

After fast band salute to Jessel, he brings on the Chocolateers, who click with fast hoofing, knee slides and conle stuff for a begoff. Jessel's knack of clowning with the acts and warming aud holds attention and keeps audience in high spirits.

Kitty kellen tees off with how

Kitty Kallen tees off with lier disclick "Happy Talk," then goes into a special, "Please Take Me Home This Moment," and impres-sions of Ethel Merman, Lena Horne and Ella Logan singing "No Business Like Show Business." She

or soid returns.

Bill Norvas and Upstarts are a fresh looking group of youngsters, a bit on the Kay Thompson side, but original in their song and dance offerings which win hefty applause. Reviewed under New Acts. Acromaniacs, who have reorganted after layoff due to injury to one member, seem just as speedy and vigorous as before. Three-high breakway and the fast tumbling garner neat reception.

While Day gets plenty yocks with his routine about Jack Benny's aleged stinginess, sharp dialect apings of Bert Gordon, Jerry Comna; and hilarious satire of German Summarine commander, it's upday to the songstering customers come to hear. Begins with "Some Enchanted Evening" and rings the bell with "Clancy Lowers the

Music Hall, N. Y.

"Sea Breeze," with Peiro Bros.
12) Clifford Guest, Anthony, Allyn
& Hodges, choral ensemble, corps
de ballet, Rockettes, Music Hall
Symphony Orch. with Raymond
Paige, guest conductor; produced
by Leon Leonidoff; settings, Bruno
Maine; choreography, Russell Markert, Florence Rogge; "In the
Good Old Summertime" (Metro),
reviewed in Variety, June 29, '49.

Counterbalancing the high fahrenheit suggested by the title of the current Music Hall pic, Leon Leonidoff is serving up a coolly garnished and trickliy staged revue under the heading of "Sea Breeze," Integrated via its marine and submarine motif, this show is paced a trifle too slowly, but there are predacular production trifle thou; this show is paced a trifle too slowly, but there are enough spectacular production trappings and technical wizardry the patrons at this tourist

trappings and technical wizardry to stun the patrons at this tourist mecca.

The trick staging, as frequently is the case in the Music Hall shows, cops top honors in this layout. Virtually overshadowing the performers, the lighting crew has rigged up a series of oceanic effects through the projection of film on a gossamer screen. It's an effective bit of steropticon to underscore the ballet numbers.

Too much accent, however, is placed on the corps de ballet, resulting in a slow runoff. For the finale, there's an over-lengthy ballet piece that loses it grip despite the glittering garb, lavish underwater setting and the ornate choreography with Bettina Dearborn and Charles Laskey as the dancing stars. Midway, the Rockettes execute a snappy number with 'their usual sock precision technique.

with their usual sock precision technique.

Among the visiting acts, the south-of-the-border Peiro Bros. are standout with an unusual juggling routine. Teeing off with some in-tricate Indian club tossing, due ex-

routine. Teeing off with some intricate Indian club tossing, duo execute some astonishing stunts with some blackboard pointers, manipulating a stick in mud-air in defiance of the laws of gravity. Top trick in their repertory is their twirling of hats in the air by means of the pointers while engaging in some horseplay. They are a surefire item.

Back in a return booking at the M.H. Clifford Guest, an Australian ventriloquist, delivers a cleverturn. Guest's best results stem from his dummy's recalcitrance towards being packed away in a traveling kit. Guest's encore bit, in which he reproduces echoes and the far-off sound of a drill ground, is okay, but is much weaker than his puppet's back talk. Comedy acro-ballet team of Anthony, Allyn & Hodges under New Acts.

Following through the watery main background ror the revue, the glee club and choral ensemble also deliver a brace of sea chanties in good style. Raymond Palge, guest conducting in place of vacationing Alexander Smallens, brisk-

in good style. Raymond Paige, guest conducting in place of vacationing Alexander Smallens, briskly paces the symph orch through a stirring overture of Tschaikowsky

Steel Pier. A. C.

Atlantic City, Aug. 3.
Three Suns, Whitaker Bros., Star
Spangled Dancers (16), Sam Linfield & Co., Johnny O'Connell
Honse Orch.; "The Fighting Fools" (Mono).

Three Suns live up to the reputa incre suns live up to the reputa-tion made via their disks and over the airwaves. Artie Dunn and Al and Morty Nevins with their accordion, organ and guitar combo, are solid with the vacation crowds which are packing this big

"Twilight Time," their radio theme song, and "Lover's Gold" register best with the payees. Tops. too. is the "Alphabet Song" and ther novelties, wherein bits of

register best with the payees. Tops, too, is the "Alphabet Song" and other novelties, wherein bits of pop numbers are woven together to tell a story. Comedy repartee between Dunn and Morty Nevins gives offering an added fillip.

Whitaker Bros. score in carbonings of Fred Allen, Jack Benny, Dennis Day, et al.

Sam Linfield and Co. (6), in "Krazy Scouts" please grownups and youngsters alike with their comic actrobatics. Dressed as scouts, the five men (two midgets) and a girl, offer a fast routine of slapstick and tumbling for nice returns.

star Spangled Dancers get over neatly, with minstrel number with strobolite effect getting top returns.

Walk.

Olympia, Miami

Page Miami Miami, Aug. 6. Pengu Ruan & Ruy McDonald, Juckie Green, Lee Orlando, Duke Darril, June Edwards, Freddie Carlone House Orch.; "Sorrowful Jones" (Par).

youngsters belt from walk-on, with a smart assortment of vocals, terps and clowning. Miss Ryan garners healthy laughs via her muggling and comedics, and in the terp slot with McDonald adds to overall impact. McDonald's hoofing top-drawer. Offed to solid applause. In the emcee slot and in own spot, Jackle Green socks. Personable mimle-comedian is an ingratiating introer; then in own spot scores with impreshes, toppers being Cantor, Jolson and Durante. June Edwards is another clicker. Lass works her acro-terps while balancing on head, topping with the kerchief pick up for neat reception.

tion
Comedy-violining of Duke Dorell
goes over. Works the range from
concert to broad stunts on the
strings for full returns. Juggling
work of Lee Orlando is okay.
Freddie Carlone backgrounds in
usual capable fashion. Lary.

Apollo, N. Y.

Andy Kirk Orch. (12), Mills Bros. (5), Dunhills (3), Cortez & Jence, Connie Carroll, "Pigmeat" Markham & Co.: "The Incident" (Mono).

Mills Bros. lend sparkle to what otherwise would be only an average bill for the Apollo. In closing niche, the veteran harmony group tackles some six numbers for solid response. Besides the more contemporary tunes, the boys shine with an instrumental Interpretation of "Basin St. Blues" and wow

temporary tunes, the boys shine that an instrumental interpretation of "Basin St. Blues" and wow 'em with the classic "Paper Doll." Following their brisk opening, Andy Kirk's band dresses up "Portrait of Jenny" in concert style. Lanky Jimmy Anderson croons the vocal in a dreamy fashion and wraps up his stint with another slow ballad, "Close Your Eyes," With three rhythm, five reed and four brass, the orch also registers with the payees on several other pieces.

with the payees on several other pieces.

Buxom Connie Carroli warbies an okay "It's Cold Outside," but tunes in the blues idiom are more in her forte. Essaying one of the latter, she gets across nicely. Cortez & Jenee are a boy-girl adagio team whose work is quite similar to the terping of Jack Cole's troupe. Working in bare feet, pair contribs lifts and spins followed by somewhat suggestive gyrations. Gal is especially vigorous in making with the bumps and grinds. Duo, however, scores handily. "Dunhills, three ofays garbed in tuxes, have a potentially strong terp turn once the uneven edges are smoothed. Stepping in unison, their precision routines are rather lustreless. Trio shifts into châlienge stuff near the finale and wind with a smart acrobatic climay. "Pignael." Markham ner

wind with a smart acrobatic cli-max. "Pigmeat" Markham, per max. "Pigineat" Markhain, per usual, elicits his always enthusiastic reception in the house comactive hit Gilb. edy bit.

Palladium, London

London, Aug. 2.
Frances Langford, with Jon Hall,

Carl Brisson, Ted Ray, Cass Daley, Chaz Chase, Doc Marcus, 7 Ash-tons, John & Eva Kenny, 2 La-couas, The Balcombes (2), Woolf Phillip's Skyrocket Orch.

For the holiday attraction Palladium lined up a good in national bill.

national bill.

Frances Langford on for 25 minutes goes through her repertoire of songs for solid returns. She is joined by hubby—filmster Jon Hall for cov crossfire. Songsters stint includes such pops as "Night and Day." "Black Magic" and "I Don't Know Why I Love You Like I Do." which she whams over for happy returns.

Rival for top billing is Carl

Rival for top billing is Carl Brisson, who opens act with a med-ley of songs be introduced to Lonley of songs be introduced to Lon-don audiences many years ago. Reception given him left no doubt that he is still a hig fave with Lon-doners who admire his talent, per-sonality and his vigorous songster-ing to win and hold the audience.

ing to win and hold the audience.

Another visitor from across the pond is Hollywood's Cass Daley, who walked off to almost the top applause of the evening. High-spot of her rep is "Laundry Girl's Lament." This and her other numbers coupled with her comedic interpretable her in the specific production. terps made her an easy winner. Chaz Chase is another clicker who keeps 'em amused via munching of lighted cigarets, matches, etc.

Britain's own Ted Ray, now almost a resident comedian at this house, and doubling from "Ice Vogues," is In top form.

Miaml, Aug. 6.
Peagy Ryan & Ray McDonald,
Juckie Green, Lee Orlando, Duke
Darell, June Edwards, Freddie
Jones" (Par).

One of the better bills to have
played this house in recent weeks,
with reaction solid all the way.
Teaming of Peggy Ryan and Ray
McDonald is a happy one. The

Palace, N. Y.

Burns Twins & Evelyn, Grace Drysdale, Jack Anthony & Harry Rogers, The Fontaines (3), Coleman Clark (3), Ben Rochelle & Jane Beebe, Timmy Rogers, Proskee's Tigers, Don Albert house band; "Sand" (20th), reviewed in Variety, May 4, '49.

Returned vaude policy at the Palace continues to click for happy returns. That it is far beyond the experimental stage was attested to by continuous long lines and experimental stage was attested to by continuous long lines and standees at all performances open-ing day (4). While grosses have fluctuated, some better than others, the fact remains that every week has turned a neat profit.

To consistently book standout layouts at this erstwhile American flagship of vaudeville is a tough road to hoe. Some bills have been better than others, but overall they have all been entertaining and a bargain buy at the 95c top.

better than others, but overail they have all been entertaining and a bargain buy at the 95c top.

Current layout is a compact package, speedily paced for general satisfactory results. Burns Twins & Evelyn, two fellows and gal, set the tempo with fast neat apstering to set things nicely for Grace Drysdale's hand-puppetry, which registers both on noveity and performance. After manipulating her dance team doils on miniature stage, Miss Drysdale steps out for a dance number while manipulating the doils. It gets nice sendoff. Anthony & Rogers, comedy team, get over nicely in their Italian dialecties, crossfire and songs. Most of their material would be familiar to yesterycar vaude fans, but it strikes a responsive note with this audience. The Fontaines, mixed trio, exude talent and class in their ballroom balancing, Coleman Clark, table tennis champ, flanked by an announcer and another player, sustains novelty motif with trick shots and a playoff match.

Rochelle & Beebe are sock, as usual, with their dance sattlers, with femme's comedy posturing grabbing laughs although incorporating standard ballroomology twists to add to potency of their turn. Timmy Rogers, Negro funster, starts off slowly but gets em midway with his barbs and clowing and holds them for neat returns.

Proskee's Tigers, circus act which has been alternating in vaude stands for years, is plenty standout on novelty and thrills. Capt. Proskee enters a cage of Capt. Proskee enters a ca five tigers, torments and puts through paces of posing and five tigers, torments and puts them through paces of posing and other stints with an ease as if they were kittens. Two attendants—with drawn revolvers—provide suspense to turn. Punch is where trainer feeds his charges with hunks of beef and then takes if away from them. Of course, there's an uprising but he manages to caim them to bewilderment of audience. A real sock act.

Edba.

National, L'ville

Louisville, Aug. 5.
Toni Harper, LaBlauca & Garcia,
Christine & Moll, Billy Bishop, Dou
Cummings, Manhattan Maids (6);
Tiny Thomale Orch. (9); "Lovable
Cheat" (FC) and "Hit Paradle"
(Rep.).

Toni Harper, 11-year old Negro moppet, w.k. through her disclicks, is bringling 'em in this week, backed by a solid lineup of supporting acts. Gal has a winsome personality and a well-modulated voice, which she uses to full advantage in giving out with "Goldilocks and Three Bcars." "Lady Be Good." "Candy Store Blues." and a dignified, reverent piping of "Swing Low, Sweet Chariot." Solid hit.

Supporting turns are all ofay, with Don Cummings warming my the customers. He does satires on the other turns, and spoofs the patrons with a fast line of chatter, etc., all registering for laughs. In own spot, garners howls with his zany rope twirling.

LaBlanca & Garcia go in for authenic Spanish dances. Pair are graceful, and male does some warbling whilst femme partner exhibits some contortions and heel clicking which lends color to the turn.

Billy Bishop tees off with some

clicking which lends color to the turn.

Billy Bishop tees off with some standard magic tricks, relying on an apologetic line of chatter to get laughs. Brings couple of lads from the audience to assist in a rope trick, which builds to a big finish. Guy has himself tied with the rope, and while his names are covered, he removed rope and in split seconds, shows that his hands are again tied. Had the audience mystified, as well as the volunteers, and built to a sock finish.

Excelling in heel and toe stuff.

Excelling in heel and toe stuff. Christine and Moll. Imported French dancing turn, are a swell act. Guy has a gift for snapping his fingers to simulate taps, and

(Continued on page 61)

Ruth Gordon Cracks Westport Record With \$11,100; Other Strawhat Notes

Westport, Conn. Aug. 9.
Ruth Gordon in "A Month in the financially. Spot is operated by Country" broke all records of Charles and Harriet Quigley, said week, grossing \$11,100. Two bullish matinees made the difference between the house record of "Death Takes a Holiday." the ex-

ence between the house record of \$10,800. established earlier by "Pretty Penny."

In past seasons, seventh week of Westport season has been a bugaboo as it marked ending of first six-week subscription period. Martha Knill, treasurer, reports 70'e re-subscription for final six weeks, best since theatre opened in 1931.

Lawrence Langner, who owns Westport plant with his wife, Armina Marshall, is now pondering additional two weeks in September. Langner also reports first substantial operating profit in theatre's history thanks to an additional 250 seats provided when building was remodeled this year. Limited capacity had usually found theatre breaking even, often losing despite steady patronage. The Langners profited only by using playhouse as a showcase.

Chatterton OK. But Loews' Nixed

Chatterton OK. But Loews' Nixed
Olney. Md., Aug. 9.
It was a dull week for Ruth
Chatterton in "Lovers and Friends"
at Olney theatre. This brisk strawhatter, which is definitely well in
the black for the first half of the
season, suddenly found itself affeeted by the general vacation
stump, with a bare \$7,000 in the
till. At that, take was so slow only
in comparison with highs of recent
weeks, and counted up to about
65% of possible capacity.
Cricks rapped the dated vehicle,
but kudoed Miss Chatterton and
gave rave notices to support of
Margaret Bannerman, recruited at
11th hour. Also brought into spotlight this week was work of June
Da; ton, who played Broadway past
season in "tvy Green." Miss Dayton, took over resident ingenue
chores at Olney when Mary MaeArthur left to go into rehearsal for
"Good Housekeeping."
Basil Rathbone in "The Heiress,"
supported by Erin O'Brien Moore,
is current and very big.

Hasso-'Love' \$6,700

Hasso-Love' \$6,700
Chicago, Aug. 9.
Chevy Chase summer theatre did capacity last week with Signe Hasso and John Newland in "Love From A Stranger." *Despite lack of an advance sale, house sold out every night except Tues. with 50 extra chairs installed Wed. (3) to carry the overload. Gross was estimated \$6,700 for six performances.
Mady Christians opened Tues. (9) in "The Vinegar Tree."

Bueks County Playhouse
New Hope, Pa., Aug. 9.
Bucks County Playhouse, one of
most consistent stands on the
strawhat circuit, bounced back to
normal SRO last week with cooler
breezes and Walter Slezak in "Laburnum Grove." Other than few
empty seats on first two nights.
J. B. Priestley play went clean,
with standees, including matinees.
Advance for John Cerradine and
Margaret Phillips in "The Heiress,"
current week, was exceptionally
strong Supporting are Oliver
Thorndike, Ruth White, Sara See
gar, Margaret Mullen and Nancy
Franklin. Bills for remainder of
season include "Three Men On a
Horse," Aug. 15; Viola Roache in
"The Swan." Aug. 22; Ian Keith
in "The Winslow Boy." Aug. 29;
Eva LeGallienne in "The Corn Is
Green." Sept. 5, and Ann Harding
in "Yes, My Darling Daughter."
Sept. 12.

Dantine-Atwater \$6,500

Dantine-Atwater \$6,500
Washington, Aug. 9
Helmut Dantine and Edith Atwater, in "No Time for Coured," racked up a satisfactory \$6,500 tor six performances at Meridian Hiltheatre last week. Rain washed out one night, and threat of rain hurt on several other nights. Both stars rated praise for their work, and added to rep and prestige of this new venture.

"On the Town," with the original Bernstein score, and many of

"On the Town," with the origi-nal Bernstein score, and many of the original Broadway cast. in-cluding terper Beverlee Bozeman and comedienne Jane Dulo, who succeeded Nancy Walker in the lead, is current.

Conn. Theatre Colony Does OK Clinton, Conn., Aug. 9. The Connecticut Theatre Colony. Conn. Theatre Colony Does OK
Clinton, Conn., Aug. 9.
The Connecticut Theatre Colony,
local strawhat with a no-name
troupe, has shown gradual biz improvement, in its first season, with
indications that the initial term

Hollywood.

Current is fortnight run of "Death Takes a Holiday." the extra stanza being a bit unusual

'Show Bus' for Chapel

'Show Bus' for Chapel
Guilford, Conn., Aug. 9.
Patterned after the New Haven
Road "Show Train." the Chapel
Playhouse here offered a "Show
Bus" with enough success to warrant spreading the idea to several
communities. Nearby towns are
alloted various nights when show
and bus tickets may be used in
confunction with each other.
Idea is being carried out currently with Helmul Dantine in "No
Time For Comedy."

ly with Helmut I Time For Comedy.

Terrell Circus Keeps It Up

Terrell Circus Keeps It Up
Lambertville, N. J., Aug. 9.
St. John Terrell's Music Circus continues to amaze Shubert Altey expatriates thereabouts with its continued turnaway trade. Last week / The Vagabond King." with Wilbur Evans and Susanna Foster co-starring, turned them away. Even two nights of downpours failed to dent crowds.

Johnny Call was featured, in cast, including Earl James, Jack Emden, Anne McCaffrey, Audrey Guard and Phyllis Wilcox. Thomas Cannon was featured dancer. Charles Evans did sets. "Bitter Sweet," opening tonight (9), has large advance to date.

Terrell, in effort to shear his overhead, laid off 10 technical assistants including production manager Morty Halpern, who has been replaced by George Charles, formerly stage manager. Front-ofte house change has Cornclius P. Cotter as assistant to Terrell, replacing James Hopkinson.

Fletcher-Equity Wrangling

replacing James Hopkinson.

Fletcher-Equity Wrangling
Toronto, Aug. 9.

Rebuked by Equity for proposing to guest-star with the Peterborough summer theatre group. Bramwell Fletcher has been restrained by the union from appearing in three announced pleterborough plays. "Rebecca." "Angel Street" and "John Loves Mary." For the first-named, Fletcher was replaced on opening night by John Primm. The two English producers of the Peterborough venture. Michael Sadlier and Graham Ferguson, will lodge an official protest with Equity.

Fletcher claims that he was unable to communicate with Clarage Devent and west shoot with

Fletcher claims that he was unable to communicate with Clarence Derwent and went ahead with rehearsals. He was then informed by Equity that he must not appear with the non-Equity group and that this was in contravention to the Equity franchise granted the Red Barn Players, playing nearby, Sadlier stated that Fletcher was on holiday during the actor's preposed appearances, but Equity remained obdurate. Meanwhile, Fletcher is now assisting in direction of the Peterborough group, pending decision of Equity on the Sadlier-Ferguson official protest.

Crandell Theatre a Casualty
Chatham, N. Y., Aug. 9.
The first strawhat casualty of
the season in the capital district—
the first in several years, as a matter of fact—is the Crandell theatre in Chatham, which discontinued tre in Chanham, which discontinued stage performances after Sunday's (7) finale of "George Washington Slept Here," starring Ernest Trues and Sylvia Field. House returned to a film policy today (9), "Lovers and Friends," with Ruth Chatter-ton, had been scheduled for this week

week
Owner C. Dayton LaPointe said
stage presentations would be resumed next year, with Broadway
and Hollywood names. The Crandell switched to summer stock the
last week in June, Dean Goodman,
of the National Repertory Theatre,
being the producer.

A. C. Playhouse Still in Trouble

A. C. Playhouse Still in Trouble Atlantic City, Aug. 9.
"Arsenic and Old Lace," with Bela Lugosif billed to reopen Steel Pier's Playhouse after it had been closed a week, was suddenly called off yesterday. (8). Robert S. Courtney, who has a five-year lease on the Playhouse, deelared that certain obstacles, including transportation of scenery from New York, had made it impossible to reopen as scheduled. He said he hopes to reopen soon.

announcing reopening of the play-house.

Besides scenery troubles, Court-ney continues to have trouble financing the Playhouse. Edwin Wyle, general manager, is no longer annected with the outit.

Incidentally, last week's reference to Terry Clemes and Harvey Mitchell as members of the Dramateurs, local little theatre outfit, was inaccurate. Both Equity members, they have been members of the Playhouse's Stock Company.

Playhouse's Stock Company.

Dallas Operettas Doing Big
Dallas, Aug. 9.

Charles Meeker, casino manager
of the Starlight operetta season
here, has won support of business
leaders in getting block ticket sales
for all performances' for certain
slow days, thus assuring a fair audience for each show and also getting an otherwise uninterested
group and making them devotees
of the open-air light operas. Result
has been good biz this year.
The local outdoor incidentally,
has been bringing thousands of
visitors to Dallas for weekends.

has been bringing thousands of visitors to Dallas for weekends.

Newsmen in 'Front Page'
Minneapolis, Aug. 9.
Sheriff Ed. Ryan of Hennepin county again will play the role of his prototype, and local newspaper people, Including John K. Sherman, Star drama editor, and Bob Murphy, Tribune film editor, will once more act as members of the press when the Old Log, strawhatter, offers "The Front Page" for the second successive season.

The offering, similarly cast, did the biggest business in Old Log history and was held over for a second week last summer.

In addition to Sherman and Murphy, the "Front Page" actors will include George Guise, Tribune news editor; Brad Morison, Tribune reditorial writer; columnists Will Jones and Brenda Ueland, and Star and Tribune staff members George Rice, Ed. Schaefer, Charles McFadden, Helen Dreher, Joe Seeger, Bernadine Rowe and Margaret Foley.

Old Log regulars in the cast will be Don Stolz, director; Guy Arbury, Warner Lahtinen, Ken Senn, Kelly Flint and John Salisbury.

Flint and John Salisbury.

Strawhat Tryonts

Jack Bostick's "Companion Piece" will be tried out at the Plainfield, N. J., snimmer theatre first week in September.

Tryouts on the simmer circuit this week include "Spring 1865" at Lake George (N. Y.) Playhouse; "Once More Peer Gynt." Maverick theatre, Woodstock, N. Y.; "Out of the Dust," Westport (Conn.) County playhouse; "Mary Lou and the Beasts," Bryn Mawr (Pa.) college theatre; "Western Winds," Dennis (Mass.) playhouse; "Mf. Arcularis," Provincetown (Mass.) playhouse; "Spring Breaks Through," Lakewood theatre, Skowhegan, Me; "The Night and the Star," St. Michaels College Playhouse, Winosski Park, Vt.

Added Strawhats

The following summer theatres not previously listed will operate this season. Equity-franchised spots are designated (E) and non-Equity (N), plus the name of the operator. This brings the total number of strawhats to 249 so far.

Lake Ontario: Shelton Amos Players; Hall Shelton (E), CONNECTICUT

Putnam: Lakeside; Robert W. Stringer (E),

ILLINOIS ake Zurieh: Playhouse; Bella

MAINE
Old Orchard: Beach summer
theatre; Franklin Trask (E).

MASSACHUSETTS
Hyannis: Cape Cod theatre;
Franklin Trask (E).
Nantasket: Actor's Theatre;
Jeanne Tufts (N).

MICHIGAN
Grosse He: Summer theatre;
ew York Actors Guild.
NEW HAMPSHIRE
Pike: No Name Theatre.
NEW JERSEY
Orange: summer theate.
Plainfield.

Orange; summer theatre (E). Plainfield: Summit Playhouse

оню

OHIO
Granville: Denison Summer
neatre: William Brasoner.
Madison: Rabbit Run theatre,
PENNSYLVANIA
Cannonsburg: Little Lake theare: Will Disney.
VERMONT

Dorset: Playhouse

Inside Stuff—Legit

Long speculation in the trade as to status of unpublished manuscripts left by the late Vincent Youmans was partially set at rest last week when A. L. Berman. executor of the composers estate, informed Pat Ballard that the possibility of incorporating some of Youmans' dusty tunes in his modern G. I. version of Shakespeare's "Two Gentlemen of Verona" was remote, due to the unsatisfactory commercial condition of the manuscripts. Berman told Ballard that some day it was hoped the tunes could be put in shape. Plan was to have lyricist Mort Dixon, an old friend of Youmans', do the new lyrices. John Golden is reading Ballard's script, titled "Be Mine. Beloved!", which the author is now offering as a straight comedy. Robert Keith, of "Mr. Roberts." also is mulling the play as a possibility when his long-termer winds up.

"Touch and Go," the revue being produced by George Abbott, is understood to have its genesis in "Lend an Ear," the Charles Gaynor sketch musical at the Broadhurst, N. Y. During the Boston tryout last fall of "Jennie Kissed Me," authoress Jean Kerr attended virtually every performance of "Ear," which was also playing a tuneup engagement there. At that time she expressed a desire to write a revue and wanted to meet Gaynor.

Back in Washington, after the Broadway flop of "Jennie," Mrs. Kerr reportedly persuaded her husband, Walter Kerr, to author a revue, with Jay Gorney writing the music. The result, titled "Thank You, Just Looking." was tried out last spring at Catholic Univ., where George Abbott saw it and acquired the Broadway rights, subsequently giving it the present "Touch and Go" tag.

A hope that "many more such productions" will be taken to Germany for the entertainment of U. S. occupation troops was expressed in a letter from Lt. Gen. John K. Cannon, commanding officer of the Army Air Forces in Germany, to Blevins Davis, producer of the recent "Hamlet" that toured Germany, "Over and above" the enthusiastic reception given by the service audience, "and very important indeed, is the effect on the German civil population," the officer wrote. "The Germans begin to understand that America is not devoted solely to better plumbing and more chewing gum, but that it also has artistic vitality and creativeness. We Americans have been all too reticent about our own cultural accomplishments, bowing before those of the European continent."

The plot of Arthur Miller's "Death of a Salesman" is understood to parallel the life of a Brooklyn family known to the playwright. Counterparts for the two sons in the play can be found in the Brooklyn household, where one of the boys played football for a local high school and, when last heard from, was off somewhere picking citrus fruits for a living. The life of the other son, it's reported, is similar to that of the younger boy in the play. He is understood to have become a successful garment manufacturer. Completing the analogy, the head of the Brooklyn household, like the central figure in Miller's drama, committed suicide.

Fact that Jack Warner, Jr., son of the Warner Bros, vicepresident in charge of production, is an investor in "Lend an Ear," reportedly does not involve any studio interest in the revue as potential screen material. Explanation is that young Warner is a cousin of Franklin Gilbert, co-producer of the show.

Lambs Think They're Athletes: How It All Comes Out in the Wash!

By NAT KAHN There's hardly a Lambs Clubber

these days without a sore arm, leg kinks or the ailments of once-a year athletes. The story lies in that the New York Lambs held their annual Wash Sunday (7) at the Percy Williams Home, East Islip, L. I.

Baseball, golf, foot races for fat men, races for lean men, horseshoe pitching-all these, and morewere the order of the day in one of the most successful events of its kind.

Over 300 members and guests showed up, and there was hardly anybody who didn't snare a prize. And, as usual, there were prizes for even the most sedentary athletes. Tariff for members was \$5; guests, \$7.50.

Following the athletic events came a buffet dinner, after which the Lambs presented a show for the Williams Home's guests. There are now 20 guests of the home, all retired performers.

Cólies for the event were Mickey Alpert, Myron P. Kirk, Joe Laurie, Jr., and Ken Kling. Among others prominently identified with arrangements were S. Jay Kaufman and Lep Soloman, with Eddie Weber, as usual, in charge of the missic.

The Lambs will hold their "Drying" tomorrow night at their New York Clubhouse, at which a buffet dinner and the Wash prizes will be awarded.

E.,
Pompton Lakes: Playhouse;
Peter Xantho (E),
Princeton: University Players;
Murray Brown theatre (N),
NEW YORK
Bayshore: Playhouse; J. Gordon
Kitchton, Leslie McCloud (E),
Lake George: Playhouse: Irving
Strouse,

Show of the Month Club, with a membership of 2,500, is now figured to be in the black. ... Walter Fried. co-producer of "Death of a Salesman" with Kermit Bloomgarden. will also be associated with Lars Norgenson in the presentation of "Breach of Marriage."

Pitt Opera Assn. In Civic Trouble **On Theatre Site**

Pittsburgh, Aug. 9 Civic Light Opera Assn, here is running into a peck of trouble on the site for its own \$1,000,000 amphitheatre for 1950. City, which will supply \$500,000, other half coming from Edgar Kaufmann Foundation, picked a location in Highland Park district which necessitated condemnation of some

necessitated condemnation of some private property "in community's best interests."

Not only did W. G. King, the owner, raise the roof and take the matter to court but protests were signed by thousands of other residents in neighborhood of proposed bowl. Mayor Lawrence charged that real issue has been obscured by political considerations and puts most of the blame for the fuss at door of his enemies at City Hall.

tuss at door of his enemies at City Hall.

Meantime, court has ordered city to stop preliminary streys for at least couple of weeks while project is gone into more thoroughly on the legal aspects. Papers have been full of letters from citizens taking sides, and majority seem to be siding with the property-holders. General feeling locally is that if final ruling does favor city, and amphitheatre does go up in Highland Park neighborhood, al fresco venture will have a couple of strikes against it as a result of not only the opposition but also the public support it has enlisted. For past four years, summer operettas have been presented at Pitt stadium but sponsors want their own spot because it will enable them to have a longer season and likewise permit them to lick the weather by placing seats under a collapsible top in case of rain. Stadium must be vacaled early every year to prepare it for football.

every year to prepare it for foot-ball.

The Center Players, Dallas, wildo Children's Hour," "Post Road and "Stage Door" in 1949-50.

YEN GROUP TOURIST PATRONAGE

'Hamlet' Audiences Warmed to Them, B.O.LIFT WITHOUT B'way Theatreowners Can Police But Not Elsinore Weather, Sez Breen

Anyone who's acted at Elsinore should never again complain of the cold. After the chilly, windswept courtyard of Kronborg Castle, supposedly the locale of the Hamlet story, even the coldest theatre and rehearsals halls should seem comfortable.

seem comfortable.

That is the reaction of Robert Breen, who had the title part in the American production of "Hamlet" that recently played a guest engagement at the historic Danish site. Although the visit took place in June, the actors rehearsed in long underwear, sweaters, topcoats, nutflers, gloves and, in some cases, earmuffs, he says. Even for the actual performances, longies and sweaters were necessary under the heavy costumes. "No such makeshift was enough

"No such makeshift was enough "No such makeshift was enough for Clarence Derwent, however," according to Breen. "Under his voluminous Polonius robes, Clarence wore all his street clothes—complete with vest and pearl stick-pin—ready to become the president of Equity again at the puil of a zipper. What's more, he was just as severe about makeup—during the entire trip, he used only a single sheet of kleenex.
"The cold in the Kronbory court."

"The cold in the Kronborg court-yard, just off the narrow sound be-tween Denmark and Sweden, was almost unbearable. Early in the almost unbearable. Early in the opening performance I noticed smoke issuing from Walter Abel's nose and mouth. For an instant it occurred to me that our King Claudius must have sneaked a puff on a cigaret. But then I realized we all had frosty breaths.

"Aline MacMahon, who played the queen, and Ruth Ford, Ophelia, had maids posted offstage ready to throw blankets over their shivering shoulders as they made exits. The Continued on page 58)

ATPAM Considers TV-Band-Concert Drive as Job Aid

Organizational drive in the tele-vision, band and concert fields may be undertaken by the Assn. of Theatrical Press Agents & Mana-Theatrical Press Agents & Managers. The union affiliation of managers in those fields is incidental, and employment of ATAM members there is negligible. It's hoped to remedy the situation, mainly by education and negotiation, so as to alleviate unemployment in the union.

Thus far the negotiation of the present the situation.

ment in the union.

Thus far, the only active steps in that direction have been in the field of television, where ATPAM has tried to arrange for the employment of its members as house managers of legit theatres taken over by video companies for use as studios. Confabs have been held with NBC, but no agreement has been reached as yet.

Meanwhile. ATMA secretary-

been reached as yet.

Meanwhile, ATMA secretary-treasurer Milton Weintraub is discussing organizing drives on a national scale in the course of his visits with the union's chapters in various cities. During his confabs with the Los Angeles local, for instance, the ouestion of employment of ATPAM members as managers of local legit outfits was considered.

Excuse It, Please

Excuse It, Please

Westport, Conn., Aug. 9.
Edmon Ryan and Scott McKay. appearing at the Country
playhouse here last week in
support of Ruth Gordon in "A
Month in the Country." were
both asked to take over the
male lead in "Goodbye. My
Fancy" for the tour, starting
this fall. The bids were in the
form of almost identical letters, each implying that the
actor was the only one sought
for the assignment. Both letters were from legit agent
Toni Ward, of the William
Morris office.

Ryan and McKay posted the
letters side-by-side on the
backstage bulletin board, with
a pencilled comment, "Notice
to apprentices: How hollow is
fame."

Todd Sets Up New Partnership Deal

Michael Todd will hereafter pro-Michael Todd will hereafter produce his shows on a partnership-basis, but with himself getting solo billing as producer. His partner, who will raise the money and have charge of financial matters, will be William L. Richardson, an attorney-financial advisor who was one of the principal backers of Todd's production of "As the Girls Go." The partnership corporation is in process of formation.

The new setup will be used in

The partnership corporation is in process of formation.

The new setup will be used in the presentation of the proposed "Michael Todd's Two-a-Day" vaudeville show, tentatively slated to open early in September at the Winter Garden, N. Y. In that case little fund-raising will be involved as the presentation is expected to require little production expense. However, Todd's production of "My Darlin' Aida," based on the Verdi opera, is likely to be a major financial venture.

Al Strelsin and his brother-in-law, Morris Fromkin, who were large investors in "As the Girls Go," probably won't participate financially in "Two-a-Day" or "My Darlin' Aida."

Registers "Two-a-Day"

Mike Todd, who is planning a revival of two-a-day vaude with top names at the Winter Garden, N. Y., in September, may carry (Continued on page 58)

'Goodbye' 2d Troupe For B'way Dropped As Original Tours

Management of "Goodbye, My Fancy" has dropped its tentative idea of forming a second company of the Fay Kanin comedy to continue on Broadway when the current production goes on the road this fall. Members of the cast at the Fulton, N. Y., have been notified that the show will end its run Sept. 17, and have been asked to continue for the tour, starting Sept. 19 In Boston.

Madeleine Carroll, vacationing

MARGO JONES NEEDS
TWO MORE FOR DALLAS

Margo Jones still needs two
more new plays to complete the
schedule for the forthcoming season at her Theatre '49 in Dallas.
She also must select two classics
for revival, with one likely to be
"Romeo and Juliet." Directormanager has optioned ihree new
scripts for production. She'll pick
the others during her current stay
la New York, ending about Labor
Day.

The Dallas season, opening in October, will run 30 weeks, the first 24
of which will be stock and the final
six repertory.

PARTY BIZ EVILS

town, particularly from organizations holding conventions in New York, will be sought next season by Broadway managements. However, only half-houses or less will be booked, so as to avoid the possi-

ever, only half-houses or less will be booked, so as to avoid the possibility of having a specialized and unreceptive audignce, which is regarded as one of the drawbacks of single-group audiences.

Program, discussed at the last meeting of the Committee of Theatrical Producers, would probably involve the employment of an agent to handle such bookings for all members of the organization, on a cooperative basis. Idea would be to contact all organizations with conventions and meetings scheduled for New York, and to take orders for seats to legit shows. Such bookings have been solicited by a few managements in the past, but on a sporadic and limited basis. Limit of \$15 per day expenses for production personnel on out-of-town tryouts of Broadway shows was also adopted at the CTP session. This is in line with the group's basic policy of reducing production and operating costs. It was again agreed by CTP members that all house seats, including those held by management, performers and theatre owners, should be stamped accordingly. Step is almed to help prevent house seats from getting into the hands of brokers. CTP now has its own offices with Ellen Slegel as fulltime secretary. She's the daughter of Max Siegel, company manager of "Streetcar Named Desire."

State Dept. Wants B'way Advice On **German Theatre**

Washington, Aug. 9. The State Department is seeking established Broadway directors and technicians to serve as "visiting experts" for the reorganization of the legit theatre in the U. S. zone of Germany. The

ganization of the legit theatre in the U. S. zone of Germany. The project is being carried out by the theatre and cultural affairs division of the office of military government.

Thus far, the only one known to have been invited is Nat Karson. New York producer-designer, who created the physical production and lighting for the American company that played "Hamlet" at Elsinore and for the occupation troops in Germany. He may alternate believe trips to Germany and liming up other "experts" from the Broadway stage.

Besides trying to put over the idea of democratic philosophy among German legiters, the American reps will be expected to work out a system of standardized technical facilities for the German theatre, to simplify the louring setup. As it is, backstage equipment and electrical systems vary widely in different areas and even in adiacent towns, which Involves endless complications for traveling productions.

That, plus the problem of obtaining qualified American tenhicians and enough suitable plays, were the principal subjects discussed at recent meetings of the International Theatre Institute, a branch of UNESCO, in Zurich and Paris. Karson and Rosamond Gilder were the U. S. representatives at the confabs.

Shows in Rehearsal

"Death of a Salesman" road)—Kermit Bloongarden.

"Good Housekeeping" (strawbatt—Theatre Guild.

Own Treasurers Under Licensing Setup of Houses, Murtagh Figures

Agencies Profit

Agencies Profit
Although ticket brokers have
thus far been the chief ones on
the hot spot in the theatre
ticket probe in New York, they
are also figured to be profiting
from it. Explanation is that
with payments of "ice" to boxoffice men wiped out for the
time being, the agencies are
saved a major item of expense.
So while they re not getting
fancy prices for top-demand
seats, they're actually netting
more than under ordinary conditions. ditions.

Even so the brokers are unanimously against the probe. They are convinced that nothing can change the basic ticket ing can change the basic ticket distribution setup and that the payment of "ice" is an inevitable cvil. And while they're temporarily profiting by the situation, they figure that the present probe can have only harmful effect on them in the long run. Even the ones who retain their licenses will be subject to public ill-will.

35 Brokers To Lose Licenses

John M. Murtagh, New York City commissioner of investigation, now estimates that about 35 ticket brokers will lose their licenses before his scalping probe is completed. Last May, shortly after the investigation started, the commissioner predicted that perhaps 10 agencles would be disenfranchised. Nineteen have already been put out of business and action is pending against about a dozen more.

1f. as Murtagh predicts, 35 brokers go under, about 30 will remain in operation. So far, only (Continued on page 58)

Managers' League Mulls Own Bureau For Theatre Parties

to license legit boxoffice mcn, New York City commissioner of investigation John M. Murtagh now believes it will be possible to force theatreowners to police the treasurers of their own houses. fact that the theatres themselves are licensed gives the city power to carry out such a policy, the commissioner figures.

missioner figures.

During the course of his scalping probe, Murtagh has stated that he thinks all evils of the ticket distribution setup "originate in the boxoffice." At his suggestion the city administration is drafting legislation to license b.o. men, by means of which it's hoped to regulate the distribution of tickets to brokers and wipe out the age-old payment of "ice."

The commissioner is a second or the commissioner is a second or the commissioner in the commissioner is a second or the commissioner in the commissioner is a second or the commissioner in the commissioner is a second or the commissioner in the commissioner is a second or the commissioner is a second or the commissioner in the commissioner is a second or the commissioner in the commissioner is a second or the commissioner in the commissioner is a second or the commissioner in the commissioner is a second or the commissioner in the commissioner is a second or the commissioner in the commissioner is a second or the commissioner in the commissioner in the commissioner is a second or the commissioner in the commissioner is a second or the commissioner in the commissioner is a second or the commissioner in the commissione

payment of "ice."

The commissioner is confident such legislation can be pushed through at Albany, despite the indicated opposition of the boxoffice men's union and possible other groups. However, he thinks that even without such a law, the present theatre licensing system gives the city sufficient power to handle the situation.

As he sees it the commissioner.

the city sufficient power to handle the situation.

As he sees it, the commissioner of licenses, Edward T. McCaffery, could require theatres to supply complete records of all ticket distribution. If necessary, in case there were suspicion a b.o. man was taking "ice," it might require the theatre to produce the treasurer's personal accounts. Since b.o. men are employed by the theatre, Murtagh thinks such steps would be effective.

Although he did not carry out his threat, Murtagh's gesture some weeks ago toward revoking the license of the Majestic theatre, where "South Pacific" is playing, is an example of the city's power. In that case, the principal victims of revocation would have been the show and its management and company, rather than the theatre management and the treasurer.

However, Murtagh believes that the the vice ordered all theatre was

pany, rather than the threatverHowever, Murtagh believes that
if the city ordered all theatre managements to submit complete
ticket distribution records regularly as of a certain date, the onus
of possible revocation would be on
the show and house managements,
rather than the city. Thus, he
thinks the city would be able to
deal with the situation, even under existing conditions.
Murtagh has apparently about
given up the idea of having the
producers take over control of
tickets from the theatre owners.
The Committee of Theatrical Producers and, to some extent, other
managements, enthusiastically endorsed the suggestion when it was
first made, but have done nothing
to carry it out and, in some cases,
have more recently expressed mishave more recently expressed mis-givings about the idea.

'BRIG' HEADING EAST AFTER NORTHWEST

AFTER NORTHWEST

San Francisco, Aug. 9.

"Brigadoon," just closed at the Curran here, will head back east after several weeks in the north-west. It may wind up its tour with a pop-price return date next spring at City Center, N. Y. The Kurt Welll-Alan Jay Lerner musical is still drawing hefty grosses here, but must close in order to fill other bookings.

In addition to a three-week repeat run in Chicago, opening Oct. 3, the show will play several repeat run in Chicago, opening Oct. 4, the show will play several return dates on its trek eastward. However, producer Cheryl Crawford reportedly figures there's still ample unplayed territory, and is tentatively planning to send the musical out again in the fall of 1950 to play split-week towns. With its no-name cast, the production can tour on a relatively modest operating budget.

Strawhat Reviews

Out of Dust

Westport, Conn., Aug. 8.
Theatre Guild (Armina Marshall, asso-
ciate producer) production of drama by
Lynn Riggs. Directed by Mary Hunter;
settings and lighting, Robert Edmond
Jones. Featuring Helen Craig.
Maudie Helen Craig

Maudie			Helen Craig
Teece			Hugh Reilly
Jeff .			Billy Redfield
Bud			Robert Foster
Old M.	n	Grant .	Edwin Jerome
King .			Barry Kroeger
Snake			Everett Gammon
Luke			Crahan Denton
Shorty			Carleton Carpenter
Rose			Joan Lorring

Lynn Riggs is in a somber mood "Out of Dust." It hasn't much for the commercial theatre.

Three sons of a tyrannical father plot his death as they move across the western prairies in the 1880's. Each has a passionate motive, for the old man has ensnared the wife of one, financially ignored another and denied even his favorite any parental feeling.

parental feeling.

An ambitious outsider goads the trio into ambushing the old ranger and helps them carry out their intentions—to little avail. For brother turns against brother until the youngest rides off to Federal authorities to confess their crime.

This is pretty heavy theatregoing, with only occasional reminders that Riggs can enchantingly recapture the prairle tongue of the period. Robert Edmond Jones, in a series of prairie views that are quite breathtaking, provides the evening with its best flavor and emphasizes that even in a country theatre's simple paintshop he is one of the theatre's keen craftsmen.

keen craftsmen.

Helen Craig's assignment as the wife is not an overly attractive one but she gives it expert projection. Barry Kroeger is also highly effective as the shifty outsider, and Joan Lorring is nicely spunky as the traditional prairie ingenue well remembered from Belasco's western sorties. Though she has galloped 75 miles across the sunbaked plains to catch-up with her man, she is as fresh as a daisy as she trots out on the Westport stage.

Most successful of all is Billy

trots out on the Westport stage.

Most successful of all is Billy Redfield, grown up to dramatic stature as the favorite son who tries to make up for his misdeeds. He plays with spirit and conviction, and gives true depth to Riggs most satisfactory characterization.

Doul.

Count Your Blessings

Abingdon, Va., Aug. 3.

Barter Theatre production of comedy
in three acts five scenes) by Carl Allens
worth. Staged by Margaret Perry: set
tings. J. D. Fitz-Hugh, lighting, J. C.
Hodgin, At Barter theatre, Abingdon

Annie KudelkaJoan Deweese
Leo Grabowski Syl Lamont
Emma Diefendorf Carolyn Gary
Bessie Diefendorf Elizabeth Wilson
Fred Diefendorf Herbert Nelson
Nancy Diefendorf (Sis). Charlotte Nolan
Jimmie Diefendorf Pat Hare
Kitty Diefendorf Nancy Watts
John Gates Mac Shaw
Eimer Price Walt Whitcover
Newton Gates Laurence Hugo
George Caldwell Frederic Warriner
Hattie Edwards Edna Dooley
Mr. Fiddler Jamie Heron
Homer Mell Turner
Telephone Lineman Ernest Borgnine
Audy Bowen John Garner

This turns up as promising playwriting, although missing the bigitime. As potential for Broadway it will depend on further character development and top-flight casting.

flight casting.

Nostalgic comedy of 1912 has a light imaginative quality that carries the play along in its spirit of yesterycar America, when the woman suffrage movement was in full swing. "Blessings" is basically a character play. The thread yesteryear woman suffrage movement was woman suffrage movement was woman suffrage movement was woman suffrage movement. The thread that ties it together is the story of Fred Diefendorf, a paint salesman who buys a small Ohio farm. He decides to settle down there but has to have all the modern conveniences. The play is chiefly concerned with the difficulties and near-disasters he encounters in getting running water.

Author Carl Allensworth starts off with a homey family scene but his central character soon plunges into the humorous consequences wants for trying new things.

off with a homey family scene but his central character soon plunges into the humorous consequences of his manla for trying new things. There are times when the acting scems to lack inspiration, but for the most part the cast maintains its nostalgic flavor.

As staged by Margaret Perry, the scenes move along easily, sometimes almost wistfully. Show is paced neatly by Herbert Nelson, as the fanatic Fred. Elizabeth Wilson does neatly as his wife, particularly in her rebellion against the "glory train" of progress, and Charlotte Nolan wins some laughs as the bobbysoxer of 1912.

Single setting of the combination dining-sitting room of the Diefendorf farmhouse shows J. D. Fitz-Hugh's ingenuity in stage furnishings.

Lock, Stock and Barrel

Brookfield Centre, Aug. 6.

Nutmeg Playhouse production of farce in three acts (five scenes) by Margaret Hill and Ted Ritter. Stars Robert Allen: features June Morgan. Hank Clark. Paul A. Lilly, Maurice Fitzgerald and Kate Byron. Staged by Leon Michel; setting, Richard Hughes Opened at Nutmeg Playhouse, Brookfield Centre. Conn.. Aug. 2, 49.

Emily Pearson (Mother) Kate Byron	
"Honest Ed" Hurley Paul A Lilly Elmer Toddwinter, Richard Hughes	l
Elmer Toddwinter Richard Ilughes	V
Howard Hurley Bill Rowe	Ю
Mrs. Poltis Elizabeth Brew	
Mrs. Gurney Lucille Fenton	
Cousin Lorene Betty Morrissey	
Mr. Hope Richard Martin	

"Lock, Stock and Barrel" should "Lock, Stock and Barrel" should keep the authors in cigaret money for the next few years with royal-ties from little theatre groups, etc. It's that kind of small town farce— funny but not funny enough for Proclume.

ties from little theatre groups, etc. It's that kind of small town farce—funny but not funny enough for Broadway.

Built as a vehicle for two moppets (a boy and a girl), it deals with a teen-age David Harum and a distaff Boss Tweed (aged 12) who is managing his campaign for student mayor at their school at the same time that his stuffed-shirt father is trying to get elected to the city council. Through stupidity by city officials on his father's ticket, the kid buys the city firehouse for \$11.37 at a tax sale, instead of the fruit stand next door. The rest of the play is concerned with untangling the mess so the kid's father and the mayor won't lose the election.

father and the mayor won't lose the election.

A typical rural Connecticut strawhat audience was anused but not agog the night this play was caught. The best jobs were done by 12-year-old June Morgan, as the juvenile political boss; Maurice Fifzgerald as the grandfather, and Kate Byron, who, as the mother, gave the piece its only semblance of restraint.

Play Abroad

Roundabout

Bernard house to the state of t

Rusty Marilyn Hightower
Angelina Pat Kirkwood
Billy Warren Bobby Howe
Philip Burton Vic Marlowe
Customs Officer Kenneth Henry
Judy Blythe Marie Sellar
Monty Blythe Jerry Desmonde
Molly Blythe Gabrielle Brune
The state of the s

Bernard Delfont's new musical, "Roundabout," recently tried out on the road and completely rewritten before this presentation, has the flimsiest of improbable plots. and lacks tuneful numbers and bright comedy needed to carry it along. Mixed reception on London preem emphasized need for drastic revision, and possibly new song numbers.

numbers.

Story concerns a pair of divorcees who are accidentally brought together to share the same flat when the ex-husband's flancee ls visiting London. This allows for near-faree construction in which the ex-wife hides in chests and cupboards before the final reconciliation.

boards before the final reconciliation.

With one exception the tunes are average. This is "A Little Bit of Leve" which is sung by Pat Kirkwood, and has vivacity. Staging is colorful and elegantly dressed, but in the main the script by Austin Melford and Ken Attiwill does not match the production.

Melford and Ken Attiwill does not match the production.

Undisputed highspot of show is the magnificent dancing of Marilyn Hightower, an American redhead, who performed with unusual skill and won the biggest hand. Bobby Howes and Miss Kirkwood, the two stars, are handicapped by the material, rarely beling given an opportunity to display their skill. Myro.

U. of Wash.'s Hefty Sked

Seattle, Aug. 9.

Not only do local legit theatres flourish in the Pacific Northwest, but the region also has its own touring legit show. The U. of Washington's touring the atre, which has ploneered in the road-show line, taking legit to cities and towns throughout the Pacific

towns throughout the Pacific Northwest, already has bookings Northwest, already has bookings set until next February for its third season, and more requests than can be filled are coming in according to Betty Dimitt, manager of the troupe.

The coming 1949-1950 season will be the third for the U's troupe, which will do three different plays,

St. Paul Bookings Up

Coming bookings up.

St. Paul, Aug. 9.

Coming bookings for the Auditorium here look bright. Last season was different. There were few events in the fall of 1948, nothing from November to March, 1949, then several legits, followed by another hiatus until the pop concerts opened July 12. Coming are: Aug. 28, U. S. Army Ground Forces Band; Mae West's "Dlamond Lil."

Aug. 30-31; rodeo, Sept. 16-25 (arena), which departs here for Band; Mae West's "Dlamond Lit." Aug. 30-31; rodeo, Sept. 16-25 (arena), which departs here for Madison Square Garden; "Briga-doon," Sept. 25-26; "Oklahona." Oct. 28-29; Minneapolis Symph children's concert Nov. 3; Civic Opera's "The Great Waltz." Nov. 17-19; Dec. 26-28, "Finian's Rain-how"

bow."
Pencil-dates for balance of the year include Ballet Theatre. "Mr. Roberts," "Alda" (local, "Student Prince," "Silver Whistle." "Merry Widow" and "Blossom Time."

Dullzell Asked To Explain Plan For Equity Dues Hike

Proposed increase in Actors Eq-Proposed increase in Actors Eq-ulty dues from the present \$18 to \$24 per year is being considered by the union's council. Paul Duli-zell, the union's treasurer, who recommended the boost, has been recommended the boost, has been asked by the council to give explicit reasons for such a move. He previously suggested it in his annual report to the membership, on the ground that increased union expenses necessitate it.

expenses necessitate it.
It's expected that among the reasons Dullzell will cite are the
fact that Equity will undertake
sizable expenditures as its share
in organizing television, that the
various new services the union provides for its members have involved extra costs, and that the
treasury should not be depleted
in case of a strike or Inter-union
strife.

Although the council is aware of the added drain on the union's income, it's felt that with wide-spread unemployment and shrinkspread unemployment and shrink-ing actor salarles, a dues increase now would be untimely. If a boost is absolutely essential, council members will accept it, but they prefer to try to get along on the present rate, possibly even opera-ing at a small deficit and, for the

ing at a small deficit and, for the time beling, using some of the union's huge cash surplus.

Since the collapse of the proposed merger with other performer unions, nothing further has been heard of the suggestion that Equity should adopt a graduated divergence. heard of the suggestion that Equity should adopt a graduated dues structure based on individual earn-ings. That system, similar to the setup in the American Federation of Radio Artists and Screen Actors Guild, would substantially raise the dues of high-income players.

Michael Todd Continued from page 57 =

the idea a step farther and make a film built around the variety shows. If the producer gets to it, pic will be released by United Artists. Indication of Todd's plan is seen in his registration with the Motion Picture Assn. of America last week of the label, "Two-a-Day." Not being a subscriber to the service, the registration was put in for him by UA.

Todd's idea is to film the picture in New York using some of the names he'd have in his vaude revival and possibly shooting part of it in the Winter Garden. Fictionalized story would be built around vaude. Todd had some previous experience in the picture

tionalized story would be built around vaude. Todd had some previous experience in the picture field during a session as a producer on the Universal lot. He got into a battle with studio heads, however, after a long period of script preparation, and never made his film, "Up In Central Park," which was completed by others on the lot.

lot.

The legit producer does not hold

MDAA rules, on The legit producer does not hold priority, under MPAA rules, on the "Two-A-Day" tag for a plc. In primary position is Jack Goldberg's Herald Pletures, which registered it Nov. 5, 1947. In line after Goldberg are Stanley Kramer's Screen Plays, Inc. (Dec. 2, 1948) and Walter Batchellor's Manhattan Productions (July 15, 1949). Todd can lay claim to the title, however, if he goes ahead with filming, while the others give no evidence of actual production work.

'Hamlet' Audiences

Dressed as for Football

Dressed as for Football

"Audiences were dressed as if
for a late-season football game in
Minnesota—with overcoats, hats,
myfflers, mittens and blankets.
There was even a blanket concession on the premises.

"The wind off the sea was so

The wind off the sea was so strong that anyone wearing a cape, heavy robe or dress, practically had to be anchored down. Hair had to be lacquered and covered with a net, and wigs securely spirit-

had to be lacquered and covered with a net, and wigs securely spiritgummed. Banners used as masking
pieces were nailed on frames to
keep them from flapping and ripping—and then the standards holding the banners had to be reinforced so they wouldn't snap.
"We couldn't rehearse onstage
during the day, because tourists
swarmed 'the castle then. Every
night of rehearsal was rained out.
Our only complete run-through onstage was the night before the
opening. But the weather was
beautiful (except for the cold) for
all but one performance. That
night it started pouring during intermission. The audience stayed
in place and the last act started
with Walter gulping the Claudius
soliloquy, 'is there not rain enough
in the sweet heavens, etc.'
"Although the management an-

"Although the management announced that the performance was cancelled, the audience refused to leave and demanded we continue. So, rather than ruin our costumes, we resumed in various versions of we resumed in various versions of street clothes. But no changing for Clarence. He kept on his Polonius suit to protect his Equity president costume.

A Union Delegate

A Union Detegate
"During rehearsals a strange
man appeared on the scene. He followed me about, nodding, smilling,
bowing, tipping his hat and placing
a chair for me whenever he
thought I might want to sit. I
nodded and smiled back and tried
to thank him in nidgin English, but nodded and smiled back and tried to thank him in pidgin-English, but it was all pretty mysterious. Later, I learned he was the president and business agent of the Danish Ex-tras Union, Elsinore local. I wished

business agent of the Danish Extras Union, Elsinore local. I wished some people on Broadway might have seen him.

"The castle guards fascinated us. The captain was our favorite, this name was 'O'—just 'O.' He would regale us with imitations of all the Hamlets in the 'Kronborg festivals for the last 13 years. Besides being an acting performance, it was quite a linguistic feat. 'O' swears he saw the ghost of Hamlet's father stalking the courtyard in 1945, and he believes the spectre helped in the Allled victory that freed Denmark from the Nazis. "When we crossed the triple moat to enter the castle for rehearsals, we sometimes had to take stones and pound on the huge gatedoors leading to the courtyard to attract attention. There is another, smaller door, but 'O' invariably started the machinery and the great gates crunched and ground open. He would top all this by bellowing. 'Your Majesty! Your Royal Highness!"

A Relic Key
"'O' gave us what he said was

bellowing. 'Your Majesty! Your Royal Highness!'

A Relic Key

"O gave us what he said was a key to the castle—a large heavy rusty chunk of iron. We thought little of it, but several days later when a taxi took me around to the seaward wall, where no guard was posted to admit me, I took the key from my topcoat pocket and was amazed when the old lock clanked and the gates squeaked open. "Most of the company, including Clarence, followed local custom by riding bicycles. Clarence apparently got a wild bronco model, for it continually threw him. Everytime a taxi horn tooted, Clarence took a header. We expected him to be all done up in splints before we left Denmark. But presently he mastered the 'beast' and reduced his number of tumbles to an average of two on his daily Marienlyst hotel-Kronborg castle "Never were actors so 'well be-

run.

"Never were actors so 'well bestowed. Our quarters at the hotel
had balconles overlooking the
sound facing Sweden—over which
the sun rose at 2 a.m. We were
royally entertained. There were
parties, drinking and speech making, morning, noon and very late
into the night.

One party started at midnight

One party started at midnight with a formal dinner—everyone in full dress with medals and ribbons. There was much akvivit, when and beer. At 3 a.m., another, snack

dressing rooms in the castle were ice-cold, and there was only one tiny electric heater at which we all thawed out our hands between

om.
"Every morning, after coffee,
Walter held his head and groaned
in a rough bass, 'Never again,'
Clarence,' in a tired tenor, wailed,
'No more functions, please,'"

Murtagh Continued from page 57

smaller agencies have been knocked off. It's expected that most, if not all, of the larger outlits will be among the 30 survivors.

According to the commissioner, 30 is about the proper number of brokers to handle tickets for the Broadway theatre. He figures that there isn't enough business for more than 30 or so to operate profitably by legitimate methods. But with only 30 in business there should be enough trade to go around on the basis of the 75c. fee per ticket.

Murtagh opposes the suggestion that the 75c. legal limit should be lifted. On the basis of his study of agency books thus far, he is convinced that there is ample margin of profit at \$1.50 service charge for a pair of tickets, provided there is enough volume of business.

The commissioner regards anything higher than \$6.90 for a mustical or \$5.70 for a straight play (including tax) as against the public interest. "The theatre is not, or shouldn't be, a luxury," he says, "but is an invaluable factor in the cultural life of New York. A majority of the people, not just a few, should be able to share in it.

"Boxoffice prices are already too high for many people to pay, Any increase would keep still more away from the theatre. Ticket brokers undoubtedly perform a service to the theatre and the public. But \$1.50 per transaction should be adequate compensation."

Murtagh expects the scalping probe to continue several more months, at least. At its conclusion he is understood to be planning a comprehensive report to Mayor William O'Dwyer, not only summarizing his findings but also

sion he is understood to be plan-ning a comprehensive report to Mayor William O'Dwyer, not only summarizing his findings but also recommending drastic reforms in the ticket distribution setup in New York. Some of his proposals may involve new legislation and or wider application statutes. of

Kansas City May See Legit Shows Playing Against Each Other

Kansas City, Aug. 9.

Prospect of major legits playing

Kansas City, Aug. 9.

Prospect of major legits playing against each other here next season became a likelihood when the Playgoers League, legit subscription organization. announced Its bookings will play the Music Hall. Legits of past few seasons from all sponsors have played the Music Hall under banner of A & N Presentations, partnership of John Antonello and Jimmy Nixon.

Holder of the United Booking Office franchise, Nixon has switched to Fox Midwest and will manage the Orpheum theatre, which came to the circuit in a property switch which gave RKO the former Mainstreet theatre, now the RKO Missouri. Antonello will continue to operate the office formerly known as A & N, and set shows for the Music Hall.

In a letter which Playgoers League sent out last week for initial subscriptions, it was announced the League (with more than 3.000 members) workd cooperate with Antonello. Opener is to be "Pinlan's Rainhow" early in September. League also announced the lineup likely will play "Mr. Roberts." "Goodbye, My Fancy," "Oklahoma!," "High But ton Shoes," and "A Streetear Named Desire" "Skating Vanities," Veloz and Yolanda dance revue, Sigmund Romberg concert, Ballet Theatre, Krem Kurtz with Houston Philharmonic Orch, and Boston Grand Opera are also listed.

Fox Midwest and Nixon tentatively have set mid-September for topening the Orpheum, which sets.

listed.
Fox Midwest and Nixon tentatively have set mid-September for opening the Orpheum, which seats 1,900 against the Music Hall's 2,562. Orpheum is expected to run shows a full week, white MH runs will generally, be, shorter.

B'way Up a Bit, But Still Light; Liberty' \$40,500, Bolger \$35,800, 'Ear' \$20,600, 'Fancy'-Hussey \$10,000

STREETCAR' FAST 27G

playing to a \$4.20 top. Final

still fine \$28,000.

"Kiss Me Kate," with Anne Jeffreys and Keith Andes, opened Monday '8) at the Curran and before the curtain went up showed an advance of \$135,000 for its scheduled six weeks.

"Streetcar Named Desire," with Judith Evelyn and Anthony, Quinn, hit a boff \$27,000 for its second week at the 1.500-seat Geary, where it's scaled to a \$4.20 top. Gross should increase with the end of subscriptions. Booking, originally for six weeks, will probably be extended to seven or eight.

'Roberts' Solos

To \$22,200, Chi

Chicago. Aug. 9.
Legit spotlight remains on "Mr. Roberts" as solo fare here, and grosses have jumped accordingly. Play vacates Erlanger Sept. 17. making way for "Death of a Salesman" on the 19th. There's talk of the Coast production, "Sugar Hill," debuting Sept. 5 at Great Northern. "Anna Lucasta" may also show here. "Kiss Me, Kate" nestles into the Shubert Sept. 22.
Strawhatters have been getting

Strawhatters have been getting hefty play, with Chevy Chase Summer theatre presenting Mady Christians in "The Vinegar Tree" through Aug. 14.

Estimate for Last Week "Mr. Roberts," Erlanger (48th week) (1,334; \$4,33). Into last six weeks with upped grosses. Healthy \$22,200.

Oz' Healthy \$49,000 To **End Pitt Opera Season** Pittsburgh, Aug. 9.
"Wizard of Oz" ended summer

opera season at Pitt Stadium last

week with healthy \$49,000, second

week with healthy \$49,000, second best gross of the series, being topped only by "Naughty Marietta," which got about \$3,000 more. "Rose Marie" would have been No. I in the standings but it got rained out closing night.

Take for the nine productions was \$33,000 for 50 performances, four having been rained out. That was slightly better than a year ago in 51, six having been washed off the boards then. Extra shows in 1949 were accounted for via added half week's run for the opener, "Show Boat."

Legit business on Broadway continues to follow the seasonal patern. Attendance last week was a tern. Attendance last week was a time better than the preceding trifle better the most instances, the week's gross was slightly up.

BRIG' FINE 28G, FRISCO;

"STREETCAR' FAST 27G

San Francisco, Aug. 9.

"Brigadoon" shuttered Sat. (6) following its fifth week at the Lagrange of the corresponding performances of the corresponding performance of the c

was slightly up.
Estimates for Last Week

Estimates for Last Week
Keps: C (Comedy), D (Drama),
CD (Comedy)-rama), R (Revue),
M (Musical), O (Operetta).
Other parenthetic figures refer
to seating capacity and top price,
including 20% amusement tax.
However, estimates are net; i.e.,
erclusive of tax.

"Born Yesterday," Miller (183d wk) (C-940; \$2.40). Run leader rose a bit to \$5,500.

rose a bit to \$5.500.

"Cabalgata." Broadway (5th wk)
(R-1900; \$8.60). Another profitable
week for the Soanish song-anddance show; \$18,600.
"Death of a Salesman." Morosco
(26th wk) (D-919; \$4.80). Gets all
the house will hold at all performance; \$24,100 again.
"Desective Story." Hudson (20th
wk) (D-1087; \$4.80). Rose slightly
to top \$18,000.
"Goodby. My Faney." Fullon.

to top \$18,000.
"Goodby, My Fancy," Fullon
(37th wk) (CD-366; \$4.80). Also got
a welcome boost; nearly \$10,000.
"Howdy, Mr. Ice of 1956." (Center
(11th wk) (R-2,964; \$2.88). The fine

(11th wk) (R-2,964; \$2.88). The fine weekend weather apparently stimulated tourist trade; \$35,500.

"Kiss Me, Kate," Century (32d wk) (M-1,654; 36). Same as usual; the absolute limit; \$47,200.

"Lend an Ear," Broadhurst (34th wk) (R-1,160; \$6). Also got a nice break from the general upturn; \$20,600.

"Miss Liberty," Imperial (4th wk) (M-1.400; \$6.60). Eased again to about \$40,500.

to about \$40,500.

"Mister Roberts." Alvin (77th wk) (CD-1357; \$4.80). Climbed a trifle to \$30,500.

"South Pacific." Majestic (18th wk) (M-1,659; \$6). Always the ame: the absolute limit at \$50,600.

"Streetear Named Desire." Barrymore (88th wk) (D-920; \$4.80). Edged up a couple of notches to \$15,000.

"Where's Charlev?" St. Lunes.

"Where's Charley?" St. James (43d wk) (M-1,509; \$6). Ray Bolger show joined the general rise;

Boston Opera Co. Huddles With AGMA

Boston Grand Opera Co., on the "unfair" list of the American Guild of Musical Artists, is negotiating with the union in an effort to regain okay status. Meanwhile, the outfit has signed a contract with the American Federation of Musicians and is readying its fall tour. starting Sept. 27 and slated to include 120 performances.

The repertory will include "Carmen." "La Traviata," "Rigoletto" and "Faust."

Strawhat Jottings

Current Road Shows

(Aug. 8-20)
"Blackouts of 1949"—El Capitan,
A. (8-20).

"Blackouts of 1989 — En Capanal.
L. A. (8-20).

"Brigadoon"—Aud., Sacramento (8-9); Mayfair, Portland (11-13).
Temple, Tacoma (10-19); Met., Seattle (17-20).

"High Button Shoes"—Upton. Salt Lake City (11-13); Philharmonic, L. A. (15-20).

"John Loves Mary"—Biltmore, L. A. (8-13).
"Kiss Me, Kate"—Curran, Frisco (8-20).

"Mr. Roberts" - Erlanger, Chi

"Streetcar Named Desire" -Geary, Frisco (8-20).

'Kate' \$56,000, 'Annie' Ditto In Whammo L.A.

Los Angeles, Aug. 9.

"Kiss Me. Kale." in its fourth and closing week at the Philharmonic auditorium, wo und up stronger than when it started with a smashing \$56.000 take, giving the four-frame engagement a total of \$218.500.

four-frame engagement a total of \$218,500.
Heavy biz was also registered by Gertrude Niesen's last week in "Annie Get Your Gun" at the Greek theatre. Show did \$56,000, setting a new record for the amphitheatre. "Sugar Hill" kept on at capacity, as did "Blackouts of 1949." "Accent On Youth" took another mid dip in its final week.

Estimates for Last Week
"Accent On Youth." El Patio (4th wk) (790; \$2.40). Poor \$4,200.
"Annie Get Your Gun," Greek (3d wk) (4,400; \$3.60). New record for the house of \$56,000.
"Blackouts of 1949," El Capitan (372nd wk) (1,142; \$2.40). Just short of capacity, \$17,000.
"Kiss Me. Kate." Philharmonic Aud. (4th wk) (2,670; \$4.80). Smash \$56,000 for its final stanza.
"Sugar Hill," Las Palmas (4th wk) (388; \$3.60). Close to sellout.

VAGABOND KING' NEAT \$54,000 IN ST. L. WEEK

St. Louis. Aug. 9.

Twice escaping washouts by rain and wind storms by narrow margins. Rudolph Frimi's musical, "The Vagabond King." wound up a one week stand Sunday (7) in the Municipal Theatre Assn.'s al fresco playhouse in Forest Park with a neat estimated \$54,000.

Walter Cassell and Marion Bell, a native, scored solidly in the top warbling roles. Others who clicked are William Lynn. Edwin Steffe, Marthe Errolle, Melton Moore and Jean Jandzlik.

"Roberta." one of the best coin grabbers of the Muny Opera repertory in its four previous outdoor presentations, teed off a sevenight run last night (Monday) before a mob of 11,000 for a new season's opening-night high for a gross of approximately \$4.500. Marion Bell is repeating opposite George Britton, who is making his sole p.a. here this season. Standouts in support are Jack Goode, Sybil Bowan, Helen Raymond, Ray Malone, Davis Cunningham, Edwin Steffe and Leroy Busch.

London Bits

half weck's run for the opener, "Show Boot."
Kathy Barr, Tim Herbert, Johnny Downs, George Lipton, A. J. Herbert, Lulu Bates and Bettina Rosay headed the cast of "Oz." Miss Rosay having been added at last minute as premier ballerina when Patricia Bowman injured her knee during rehearsals and couldn't go on. William Wymetal, head of al fresco venture for third straight season. left immediately for New York to sail on Friday (12) with his family for Sweden, where he will direct Stockholm's 1949 opera season, returning to this country in January. Jack Buchanan to play lead in "Castle in the Air," written by Alan Melville revue author, whose first straight play attempt, "Jonathan," failed after 10 days last year. Melville has also authored another play, "Top Secret," which is soon going Into rehearsal with Hugh Wakefield as star Donald Wolfit called off his fall season of classical drama at the nabe house, Bedford, Camden Town, "fler having lost \$8,000 on his Shakespeare and Shaw seasons For the first time in his career John Gielgud has agreed to act at the Shakespeare Memorial theatre, Stratfordon-Avon, and next year will be seen in "Julius Caesar," "Measure for Measure," and "Much Ado about Nothing." His recent production of the last named play at Stratford marked his first association with the theatre Laurence Olivier is presenting "The Fading Mansion" at the Duchess on Aug. 31. It will be his third managerial venture, the others being "Born Yesterday" and "Daphne Laurenda which has now passed its go on. William wymeta, near than, "alled after 10 days last fresco centure for third straight season. left immediately for New York to sail on Friday (12) with his failing for Sweden, where he will fired. Stockholm's 1949 opera season, returning to this country in January.

"A Pocketful of Love," new one-act dance opera by Julian Triedman and Eden Vale, will preem at the Nyack (N, Y,) high-school Saturday (13) and Sunday (14) on a double bill with Kurt Frank Hobi, Beatrice Tompkins. Lary Blek, Carly Carney, Breno, all members of the corps de ballet of the Ballet Russe de Monte of the Ballet Russe de Monte of Pocketful" Chroeography for the Ballet Russe de Monte of Pocketful" Chroeography for the Ballet Russe de Monte of Pocketful" Chroeography for the Row offering was done by Ruthanna Borts, week of Aug. 16 and sing fole Charlie Ruggles will appear in "Nothing But the Truth" if follow into the Windsor, Toron Willias ohave the leading fole Charlie Ruggles will appear in "Nothing But the Truth" if the Brattle Hall theatre, Cambridge, Mass., the week of Aug. 14. circuit close in Lakewood Sept. 9. 150th performance.

Total Legit Grosses

The following are the comparative figures, based on VARIETY'S boxoffice estimates, for last week (the 10th week of the season) and the corresponding week of last season:

BROADWAY	This Season	Last Season
Number of shows current	13	14
Total weeks played so far by all shows	156	208
Total gross for all current shows last week	\$351,900	\$336,000
Total season's gross so far by all shows	\$3,925,700	\$4,346,400
Number of new productions so far	2	2
ROAD		
(Excluding Stock)		
Number of current touring shows reported	7	13
Total weeks played so far by all shows .	101	138
Total road gross reported last week	\$161,400	\$312,500
Season's total road gross so far	\$2,688,900	\$3,201,600

Legit Bits

Talent agent Maynard Morris, rubbernecking in Paris last week, bumped into actor-director Sam Wanamaker at the top of the Eif-fel tower . Basil Rathbone, currently strawhat-touring in "The Heiress," being sought by the Play-wrights' Co. to star in Elmer Rice's "Not for Children" Warren O'Hara appointed chairman of the membership committee of the Assn. of Theatrical Press Agents & Managers Leo Rose, on leave as company manager of "Where's Charley?" has been moved from Polyclinic hospital, N. Y., to the Convalescent home, N. Y Joe Phillips is pressagenting "Anna Lucasta."

Phillips is pressagenting "Anna Lucasta."
Eleanor Pinkham is manager and Hal Weiner p.a. of the Los Angeles Civic Light Opera, with William Zwissig and Tony Buttitta in similar capacities with the San Francisco end of the operation Russell Ford, director last season at the Henry Street playhouse. N. Y., and his actress-wife. Malka Farber, salled last week for Paristo study French film production methods. Louis M. Simon, executive-secretary of Equity, returned east over the weekend with other representatives of the eastern talent unions, after television jurisdiction confabs on with Coast with Screen Actors Guild and Screen Extras Guild heads.

Max Slegel, company manager

Screen Actors Guild and Screen Extras Guild heads.

Max Siegel, company manager of "Strætcar Named Desire," vacationing this week at Hamilton. Me., goes next week at Hamilton. Me., goes next week to Martha's Vineyard . Joe Magee. on leave of absence from the William Morris legit department, is at Salzburg, having spent several weeks in Venice . Tom Kilpatrick, pressagent for Brock Pemberton, is at Provincetown . Actress Trescott Ripley due back east next week after playing leads in "The Helress" and "The Importance of Being Earnest" at the Tustin (Cal.) strawhat . . "Lost in the Stars" is the new title of the Maxwell Anderson-Kurt Welli adaptation of Alan Paton's "Cry, the Beloved Country" . . and George Abbott's production of the Walter Kerr-Jay Gorney revue, formerly titled "Thank You, Just Looking," will be called "Touch and Go."

be called "Toucn and vo.

Arthur Schwartz returns this
week from Hollywood, where he
sought writers for his Chevrolet
television series and the book of a
legit musical comedy... Cy Feuer
leaves for the Coast tomorrow

son with the Pittsburgh Civic Light
Opera.

Charles Gaynor, composer-author of "Lend an Ear," preparing a
musical version of "Dulcy," the
George S, Kaufman-Marc Connelly
comedy, "Double Bill" will be
the title of Maurice Evans' production of the Terence Ratigan plays.
"The Browning Version" and "Harlequinade". Danlel Melnick and
Bernard Carson will present the
Burnett Hershey Lyon Mearson
adaptation of Franz Werfel's
"Class Reunion" on Broadway this
season. Carol Channing, one of
the principals in "Lend an Ear," is
set for the lead in the musical
version of "Gentlemen Prefer
Blondes."

5 for Vancouver

Vancouver, Aug. 9

A series of five roadshows has been announced for this city by Hilker Attractions. Included are 'Brigadoon,' "A Streetear Named Desire," "High Button Shoes," "Oklahoma!" and "Finlan's Rainbow," Only "Oklahoma!" has played here before.

Up to \$8,000 Wkly. Spent By Broadway Theatres For Ice Cooling Systems

Bill for ice for the cooling systems of Broadway legit theatres currently runs about \$6,000-88,000 per week. Although the chemical cooling system is much more efficient and economical than the antiquated ice setup, and pays for itself in a few years, only eight of the 33 available legit houses are equipped with it.

of the 33 available legit houses are equipped with it.

During the hot spell, the ice bill at the larger musical houses runs \$1.000 or more apiece. At the smaller, straight-play theatres the outlay is about \$500 or so. In contrast, the cost of operation of the Freon equipment, the modern chemical system, amounts to a maximum of \$100 a week. Moreover, the chemical system is much more effective and saltsfactory.

Virtually the only drawback to the chemical system is the initial investment it involves. That in the Coronet theatre, the latest and most efficient type, is understood to have cost \$69,000. The one in the Hudson, installed several years ago during peak prices, came to about \$45,000. The equipment in the Mark Hellinger, to which a barkstage unit has just been added, is regarded as the best in town. Other houses having the Freon system are Martin Beck, Henry Miller. Music Box and Center. Also a chemical system.

Ice cooling equipment is in the Alvin, Biltmore, Booth, Broadhurst,

chemical system.

Ice cooling equipment is in the Alvin, Biltmore, Booth, Broadhurst, Broadway, Century, Cort, Empire, Ethel Barrymore, 48th Street, 46th Street, Fulton, Golden, Imperial, Lyceum, Majestic, Mansfield, Morosco, National, Plymouth, Royale, St. James, Shubert and Winter Garden. The system in the Fulton, installed during the Howard Lindsay-Russel Crouse ownership of the house, is one of the best examples of the ice method. the bes

On the basis of an average num On the basis of an average number of hit shows in the theatre, a Freon system can be figured to earn back its initial cost in about 10 years, because of its lower operating expense. After that, it effects a positive saving. Meanwhile, it provides much more satisfactory cooling, simplicity and convenience for the management, and comfort and health for audiences.

comfort and health for audiences.

For example, the chemical system can be regulated to provide steadily any desired temperature. In case of a sudden jump in the outside heat, which might catch the old-fashioned system short of ice, the temperature control is automatically adjusted to compensate. Also, ice cooling creates a humid atmosphere in the theatre, which some people with respiratory complications find objectionable and which becomes uncompleted and which becomes uncompleted in the performance, when the house begins to grow warm.

The customary deal for cooling,

gins to grow warm.

The customary deal for cooling, the theatre and show share the cost according to the same terms as the rental. For example, at "Death of a Salesman," the house pays 30% and the producers 70% of the less bill. They share the weekly gross on the same percentages. An exception is the "Mister Roberts" deal at the Alvin, where the theatre pays for the entire amount.

Longhair Shorts

Nora Kaye, lead dancer of Ballet Theatre, invited to appear as guest ballerina with Ballets de Paris in ballerina with Ballets de Paris in the French capital. Kurt Joess, founder of the Jooss Ballet, will rebuild his old school in Essepi, Germany . Nathalle Krassovska on leave of absence this fall from Bal-let Russe de Monte Carlo.

More Memorabilia

By Ralph T. Kettering.

Ai Woods did a play (1923), "Light Wines and Beer," with Joe Cawthorne, George Bickel, Ma-thilde Cottrelly and Marcia Byron.

"Hitchy Koo of 1923" had Ray-mond Hitchcock, Marion Green, Irene Delroy, and Busby Berkeley.

"Spring Cleaning" was opening attraction at Woods' new Adelphi, Chicago, played by Violet Heming, Arthur Byron and Estelle Winwood (1923).

(1923).

"Music Box Revue" (2d Edition), had Charlotte Greenwood. Bobby Clark, Paul McCullough, Wm. Gaxton, Helen Rich and Ruth Page

"Topsy & Eva," with the Duncan Sisters, ran 47 weeks at the Sel-wyn, Chicago, and Basil Ruysdael played Uncle Tom (1924).

Taylor Holmes became a popular star in "The Nervous Wreck." with June Walker and Jim Marlowe in the cast (1924).

Robert B. Mantell played Shakespearian rep, supported by Genevieve Hamper, Edward Lewers and Anthony Kemble-Cooper (1923).

Anthony Kemble-Cooper (1923).

Walker Whiteside was nearing the end of his Chinese roles in "Mr. Wu." supported by Sydney Shields, Harold Vosburgh and Eunice Hunt (1924).

"Sancho Panza," with Otis Skinner as the star, was the closing attraction at the Powers theatre, Chicago (May 4, 1924).

"No No Nanette" broke the Dun-can Sisters' record by playing the Harris, Chicago, 49 weeks, with Louise Groody, Charles Winninger, Bunny Granville and Edna Whist-ler in the cast (1925),

Mary Newcome played "Easy Street, a Kettering opus, for 17 Weeks (1924), with Nan Susder-land (Mrs. Walter Huston), Ralph Kellard, Harry Minturn and Dwight Meade in the cast at Woods theatre.

"Greenwich Village Follies" had Galiagher & Shean, Carl Randall and Marie Clifton in cast (1924). Geo. Hobart, Geo. Kaufinan and Billy K. Wells wrote it.

Gladys Wallis (Mrs. Samuel In-sull) played "The School for Scan-dal" with Richie Ling, Frederick Lewis and Dorothy Oversend

925).

Ann Harding sat through three minutes in "Trial s to act three minutes in "Trial Mary Dugan" (1927), with Rex

of Mary Dugan" (1927), with Rex Cherryman as Jimmy. Ed Wynn played "Manhattan Mary" (1928) and for the first time George Cohan's name was off the Grand Opera House ,Chicago. Phil Baker, Ted Healy and Ai-leen Stanley were featured in "A Night in Spain" (1928).

"The Front Page" made Hecht and MacArthur (1928), with Roger Pryor, Fulier Mellish, Jr. Olive Reeves-Smith, Wilva Davis and James Kearney in the second com-

"Blossom Time" still had J. Charles Gilbert as Franz (5th year, 1929) and the end was not yet in sight.

George Arliss played Shylock in

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DO YOU REMEMBER WHEN—?
George White's "Scandals of 1922" had Paul Whiteman's orch, W. C. Fields, George White, Lester Allen, Pearl Regay and-Richard Bold.
Al Woods did a play (1923), "Light Wines and Beer," with Joe Last Visited and Margaret Dale in the cast (1929).

Jack Kirkland was John H. Kirk-and and wrote "Frankie and Johnland and wrote "Frankle and John-nie," which the police closed (1929) in Chicago, with Grace Kern as Frankle and Louis Heydt as John-nie and with an unknown actor named Preston Sturges in the cast.

Joe Cook was a terrific star in "Rain or Shine" (1929) with Tom Howard, Dave Chasen, Wini Shaw, and Charlie Straight's band.

Irene Dunne first came to Chi-cago (1929) as Magnolla in "Show Boat" with Edna Mae Oliver, Charlie Winninger, Sammy White, Eva Puck but with Margaret Carl-isle as Julie.

Shakespeare opened the Civic theatre, Chicago, Nov. 11, 1929, with Fritz Leiber as "Hamlet" supported by Helen Freeman, Louis Leon Hall, Tyrone Power (the first) and Hart Jenks

Lew Leslie was a great producer (1930) with "Blackbirds" with Bill Robinson, Adelaide Hall, Aida Robinson, Adelaide Hall, Aida Ward. Snake Hips Tucker and Mid-

Earl Carroli's "Vanities" Fields. 1930) had W. C. Fields, e. Grace Wells, Dorothy Edition, 1930) had W. C. Fields, Ben Blue, Grace Wells, Dorothy Brilton and Joey Ray. Ruth Draper (sketches) played two weeks (Dec., 1929), followed by Cornella Otis Şkinner (sketches)

Cornelia the same Selwyn, Chicago (Jan.,

1930).
Fritzi Scheff sang "Mlle. Modiste" in 1939 in the same good voice she sang in 1905, and Chicago "kissed her again."

cago "kissed her again."
William Gillette played his final
performances in "Sherlock Holmes" (1930).

mes" (1930).

Joe Howard tried to bring back his "Time, Place and Girl" (1930) with Fred Santley, Toby Wilson, Anita Case, but failed.

Eugenie Leontovich and Gregory Ratoff acted together in "Candle Light" (1930) with Reginald Owen, Alan Mobray and Mildred Quigley in the cast.

"The Last Mila"

The Last Mile" made a star of Spencer Tracy (1930) and put Her-man Shumlin on his feet as a pro-

tenore Ulric starred in "The Denore Ulric starred in "The Denorating albert Bruning, Arion Abbott, Nick Long and Son-Daughter"

cast including Albert Bruning.
Marion Abbott, Nick Long and
Clark Silvernail (1921).
Mitzi (Hajos) starred in "PomPom" (1916), and in the cast were
Tom McNaughton, Bessie De Voie

Tom McNaughton, Bessie De Voie and Detmar Poppen. Nance O'Neill played "The Pas-sion Flower" (1920) and her lead-ing man was Alfred (Little Billie in "Trilby") Hickman. John Golden's start with "Turn to the Right" (1917), and the cast had Ralph Morgan. Joe Byron

had Ralph Morgan, Joe Byron Totten, Mabel (Ben-Hur) Bert and Robert Taber. Billie Burke starred in "The In-

timate Strangers" and in the sup-porting cast with small mention were Alfred Lunt, Frances How-ard, Glenn Hunter and Elizabeth

were Alfred Lunt, Frances now-ard, Glenn Hunter and Elizabeth Patierson (1922), Frank Bacon in "Lightnin" and in the cast were Mildred Booth Mrs. Pat Campbell), E. J. Blunk-all, Jessie Pringle, Jane Oaker and

all, Jossie Pringle, Jane Oaker and Minnie Palmer (1921). Julian Eltinge, Walter Kelly, Dainty Marie, Sam Mann all on one Orpheum Circuit bill (1916). Rod La Rocque played with Francine Larrimore in "Nice Peo-ple" (1921) (1021)

ple" (1921).
Jefferson De Angelis played
"Madame Mosell" and in the cast
were Josie Intropidi, Diane d'Aubrey, Jack Henderson, Ernest Henderson, Ernest Lambert and

Fay Bainter played Ming Toy in East is West" (1921) with George Nash, Robert Ober, Harry Mait-land and Clarence Handyside in

support.
(and I can keep this thing up
for years)

Scramble for St. Loo Post of Kiel and Mgr.

St. Louis, Aug. 9.

A wild scramble is in progress for the post as manager of the Henry W. Kiel (municipal) auditorium. following the resignation last week of John J. Rakliff, after serving for 10 days. Job pays a starting salary of \$6,372 per annum. When the Democratic party captured the city election last spring the managership of the auditorium was one of the prize plums dished out by the mayor. The position is not subject to wild scramble is in progres

plums dished out by the mayor.

The position is not subject to the local civil service setup, and several weeks ago Harry Bouer, who held the post for six years, handed in his resignation. Then Rakliff was appointed. He said he was leaving city service to enter the contracting biz. Edward N. Golterman. one of Mayor Joseph Darst's administrative assistants, has been made acting manager until the job is filled.

Blackpool

Continued from page 52

Wright, associated with Blackpool since his song-plugging days, has been here for 25 years, and is considered one of the town's characters. His current show, at the Pavillon, North Pier, titled "On With the Show," is one of the best he has staged. It's headed by local fave, Albert Modley, but the hit of the bill are Buster Shaver, Olive, George and Richard, with Betty Jumel, grotesque comedy femme, one of the high spots. Shaver and his troupe, American standard act, are already being dickered for by Wright for his next year's show. Spot is doing around \$16,000 per, which is top intake of all the three piers here.

Spot is doing around \$16,000 per, which is top intake of all the three piers here.

Strong Pler Shows

The South Pier has two shows. One is headed by Dave Morris, top Lancashire comic, who has played everything here. But his present solo venture is proving nowhere as successful as his previous efforts. Weekly intake barely exceeds \$4,000. which is about an even break. Other show is being operated by Peter Webster, who has been running shows here for four seasons. Gets overflow from the Morris show but, as there's no overflow, is playing to peanuts, and is one of the town's flops.

Feldmans' theatre, which is the only house still plugging songs, mostly its own publications, runs a mixture of second-rate revues and small-time vaude. It has a steady family clientele, doing good average trade of around \$8,000 per week, which is very profitable.

Ice-Drome, facing the South Pier, is the only ice show in town, and is operated by Donald Thompson. local indie theatre owner. It

week, which is very profitable.
Ice-Drome, facing the South
Pier, is the only ice show in town,
and is operated by Donald Thompson, local indie theatre owner. It
did a good trade, averaging around
\$12,000 per, but is now temporarily closed due to a fire. It's expected to reopen in about five
weeks.
Blackpool is far from duli on

Blackpool is far from duli on Blackpool is far from dull on Sunday, as most theatres run spe-cial Sunday entertainments, far ahead of the type of shows in other resort towns. Blggest attraction is the Opera House, which always has star attractions presented by arrangement with Harold Fielding. Some of the names that have arrangement with fiaroid rigiding. Some of the names that have played or are engaged to appear are Vera Lynn, Allan Jones, Tes-sie O'Shea, Rawicz and Landauer, Patricia Burke and Sophie Tucker,

who was a sensation when she appeared here last year.

Blackpool is the only town in the provinces running midnight dances twice and sometimes three times per week. Some of the bands

times per week. Some of the bands engaged to play for these dances are Geraldo, Billy Ternent, Ted Heath, Vic Lewis, the Blue Rockets, Ray Ellington, Leslle Douglas, and Fellx Mendelsolin.

The Empress Ball Room is one of the biggest in Europe, comfortably holding 3.000 dancers, with another 4.000 onlookers. Loyalty to artists is one of Blackpool's virtues. Instance is Reginald Dixon and his BBC Wurltzer. He plays for some of these dances, and has been here for the last 20 years, and is still one of the biggest favorites in town.

Insiders maintain that biz this

vorites in town.

Insiders maintain that biz this year is at least 10% down from previous years. This is attributed to diverse causes, such as the dolar crises; threat of further austerity; local propaganda pursuading people to spend their savings in their own cities; removal of clothing and other rations, which means more for clothes and domestic requirements which others.

wise would have gone on enter-tainment, and consistent spell of sunny weather, which is best the town has experienced in years. However, show folk are not un-

However, show folk are not unduly perturbed, as they are anticipating the usual bad weather conditions for month of August, already predicted by some of the prophets. And they still have their ace-in-the-hole. That is the resumption by the local Council of Biackpool's famed illuminations, which is being resumed after 10 years and lasts from Sept. 16 to Oct. 24.

Oct. 24.

Most of the hoteis are aiready fully booked for these five weeks, which should more than compensate them for any slack patch.

Disk Releases

music and record biz. Kapp points out that in his opinion the publishers, who by insisting on a release date as a means of securing maximum concentration of disk jockey exploitation by a maximum number of disks issued at the same time, are laying down a pattern that hurts a song's chances. So many different disks of the same song are dunped on the market at the same time that buyers are apt to become confused if any single one of them is not outstandapt to become confused if any single one of them is not outstanding

Kapp feels that today's disk in-Kapp feels that today's disk in-dustry is such that no record man can plan too far ahead. Anticipated hits too often collapse. A disker has got to be free to do a new tune a day or so after receiving it from a day or so after receiving it from a pub, and have it on the market as quickly as possible, if he feels the tune has unusual merit. It's agreed that having new songs submitted months in advance of release dates months in advance of release dates often helps by giving the recorder plenty of time to assign them to artists felt to be fitted for various types of tunes, but Kapp feels that the advantage to be gained thereby is lost because all other rival companies have had the same time to

'Publishers Abuse Release Date'

Most of the recording men are convinced that the release date, which was unknown before the war which was unknown before the war in so far as pop songs are con-cerned, is abused by the publishers anyway. They feel that too often a restriction is placed on a tune as a means of protecting an artist and company believed to have the best record of a song and which cannot get it on the market in time. Or to be assured of getting other records by using the first as a wedge. Pubs often use that tack.

wedge. Pubs often use that tack. For example, some weeks back Joe Marsala submitted a tune he wrote ("Let Her Go, Let Her Go") to Frank Sinatra, who recorded it for Columbia. Warner Bros. music firms have the song, but had no hand in securing the recordings (see separate story). When it became known that Sinatra had recame known that Sinatra had re-

hand in securing the recordings (see separate story). When it become known that Sinatra had recorded the melody the WB firms placed a restriction on it—to enable the information to be relayed to other companies that Sinatra had cut it and to convince them that they should also.

Under those circumstances Perry Como was about to do the tune for Victor, but Columbia, plqued at WB for placing a restriction on a song they had nothing to do with getting recorded, proceeded with preparations to release the song this week under the theory that It accepted the tune without a date. Como heard that Sinatra's was to be released immediately and, since be released immediately and, since tember or October, he cancelled his disk wouldn't be out until Sepplans to cut an arrangement al-ready made.

are unending complica-There are unending complica-tions in the restriction Idea, which work against both the publisher and the recording company. Weigh-ing all the factors, the disk men are all definite in their opinions that the restrictions accomplish nothing. The Leeds-Decca story ap-parently is bringing it to a head, and they feel a better disk biz will

'Streetcar' Mex Standout

Mexico City, Aug. 9.
Summer season's outstanding

Cincy Studies L'ville On Al Fresco Theatre

Louisville, Aug. 9. Three Cincinnati park board of. ficials visited Louisville last week to gander Iroquois amphitheatre and to study feasibility of starting a similar summer operetta project for Cincinnati. After visiting the local ai fresco site, Max J. Paim, local at fresco site, Max J. Palm, Jr., Cincinnati board president, George F. Zachritz, secretary, and l. L. Camp, engineer and assistant park superintendent, returned to Cincinnati with blueprints of the Louisville amphitheatre.

Louisville amphitheatre.

Paim estimated a seating capacity of 2,500 would be about right for Cincinnati. However, George E. Gans, president of the Louisville Park Theatrical Assn., noted that Louisville had a capacity of 3,402 and has only half the drawing population that Cincinnati has, He suggested a minimum capacity of 5,000 for Cincinnati.

Proposed amphitheatre for Cinclimati would supplement and not replace the summer grand operas at the Zoo, according to Palm.

UA's Shane

Continued from page 5

hits a year. Last year it was "Red River" that gave it whomely hits a year. Last year it was "Red River" that gave it whopping grosses. Currently, Stanley Kramer's "Home of the Brave" is turning in surprisingly strong figures that will give UA \$600,000 or better as its share of the income. While foreign currency restrictions are hurting all Yank distribs, UA is believed to be the only one that's actually losing money on its international operation. That's because of its character as solely a

international operation. In at soc-cause of its character as solely a distrib of other people's pictures. Since it doesn't own the films it releases, it is not in a position to do the maneuvering that enables other companies to get out much of their frozen funds. Indie pro-

of their frozen funds. Indie producers who distrib through UA are able to recoup considerable of this coin for themselves, but UA's profit is only minor as a result.

Pressure Off Owners

The improved situation domestically and the respectable backlog that has been built up has stabilized the outlook for the company somewhât and relieved a bit of the pressure on owners Mary Pickford and Charles Chaplin to find a solution to UA's losses. However, it somewhat and televated and Charles Chaplin to find a solution to UA's losses. However, it is well agreed that since there's little chance of a real improvement in the foreign field for years to come. UA can only achieve reasonable stability by building up its domestic grosses to take it out of the red and put some cushioning coin in its treasury. For that it must find a source of financing for its indie producers—a problem still far from solved.

This financing will always remain a prime problem because it is only by a ready fount of coin for producers that the company can gain control of its own destiny and insure a supply of pictures that will provide stability by permitting it to plan sufficiently far ahead.

On the release slate now are Edward Small's "Black Magic," Lester Cowan's "Love Happy" (Marx Bros.) Edward Small's "Indian Scout." Hakim Bros. "Wilhout Honor" and Roy Del Ruth's "Red Light." The Big Wheel."

Ruth's "Red Light."
Editing are Rooney - Stiefel's
"Quicksand" and "The Big Wheel."
the King Bros. "Gun Crazy." Sam Bischoff's "Mrs. Mike," and Colin Miller-David Loew's "A Kiss for Corlise" Corliss.

In production are the Danziger brothers' "Runaway," Ronald Al-corn's "Johnny Holiday" and Benedict Bogeaus' "Johnny One-



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Literati

Immortalizing the Crix

Immortaining the Constitution of the Indiana. The Indiana was a marked the New York John Carlines by name and simulates their styles in pseudo-reviews of the principal's Braadway views of the principal's Braadway

views of the principal's Broadway premiere.

Another of Mrs. Winslow's novels, "Chorus Girl" (originally "Show Business," and bought by Metro under that title but never fimed), is being reissued by Avon. Unlike that firm's usual 25c reprints, this is being issued as Avon's Love Book Monthly, in simulated magazine style (a la Cosmopolitan), a departure in format for a reprint house.

David Stern 2d Buys N.O. Item

David Stern II, of Philadelphia, irchased The New Orleans Item om Ralph Nichoison for \$1,-Davispurchased The from Ralph Nicholson. 700,000 last week.
Stern will be president will be president will be greatent will publish engin

Stern will be president and stockholder of a new company, lem, Inc., which will publish the newspaper. The deal, engineered through Smith-Davis Corp., was called the biggest since Stern bought the Philadelphia Record. through Smith-Davis Corp., called the biggest since St bought the Philadelphia Reco Nicholson bought The Item fr James M. Thomson eight ye

ago.
Nicholson will return to Tampa
to supervise the Tampa Times,
which he owns with David E. Smiley.

Stern said he does not plan to make any changes in Item's staff.

Authors Guild Cards

Authors Guild Cards
Authors Guild has issued membership cards, to be used as identification, credential and reminder." Reverse side carries the seven-paragraph Section, 1, Article 2 of the Authors League constitution, outlining the organization's objectives. The card, plus a booklet titled "You Too Can Own a Fur Collared Overcoat." are the ideas of Robert J. Landry, chairman of the Guild's membership committee.

SRL's 25th Anni as Book

Longmans, Green & Co, has acquired book rights to the editorial content of the Saturday Review of Literature's 25th anniversary issue. Publishing firm expects to bring out a deliver of the publishing form expects to bring out a deliver of the same of the sam

sue. Publishing firm expects to bring out a deluxe edition early in October to be priced at \$3. Saturday Review, whose Aug. 6 anniversary press run was 150,000 copies, reportedly sold out within 72 hours. Runoff tops the mag's 20th anni print order by 100,000 conies

Prentice's Glam Authors

Maggl McNellis and Anita Colby are on Prentice-Hall's upcoming roster of authors. The fashion commentator and radio-TV personality has done a book on "Party Games" with Hubert Boscowitz, and Miss Colby's tome is an "Almanac of Beauty."

the more serious side, P-H Operation Survival," by Wil-lessler, chief editorial writer has "Operation Survival, by milam Hessler, chief editorial wrion the Cincinnati Equirer due October. It's the anti-atom bo october. It's the anti-atom bomb exposition and a pitch for the aircraft carriers. Another serious work, with a pure religious connotation, is the "Pilgrim's Guide to Rome," by Harry Wedon, of the Yatican radio station, primed for Xmas when the 1950 Holy Ycar commences.

N. C. Mugg's Folk Book

N. C. Mugg's Folk Book

A field that needs continued mining—the rich vein of American folklore—is explored in John Harden's "The Devil's Tramping Ground." published by the U. of North Carolina Press (\$3). Harden. VARIETY mugg. In Raleigh, has Bathered a score of intriguing mystery stories of North Carolina. from the days of the Lost Colony up to World War II. Most were used on the author's weekly aircr, "Tales of Tar Heelia," heard over WPTF, Raleigh, a couple of years back. Tome takes its title from one of the legends, which explains a mysterious circular path in a grove of the legends, which expiains a mysterious circular path in a grove near Siler City as the place "whore the devil walks in circles as he thinks up new means of causing trouble for humanity." It's a highly readable little collection of Americana

sen reports on life and work of men and women in various occupa-

Two novels banned by Irish Censorship Board in June, "Randie in Springtime" by Geoffrey Cotterell and "Mirror, Mirror" by Elinor Rice, have been given green light after submission to Censorship Appeals Board.

Gilbert Gabriel takes over ue mag's drama critic r

John Wilstach sold "Wi uilty for Delays At Law

Maestro-author Meredith Will-son's "There I Stood With My Pic-colo" (Doubleday) has gone into its 8th printing or around 25,000 copies. He'll update it eventually.

Prof. Robert Gessner, head of N. Y. U.'s film department, penning a novel on Israel while vacationing at Escanaba, Mich.

Edward K. Thompson has been promoted to managing editor of Life mag, succeeding Joseph L. Thorndike, Jr., who resigned re-cently. Thompson was formerly assistant managing editor.

House Reviews

Continued from page 55

National, L'ville

the rhythmic effect is really something. Customers ate it up, and they bowed off to solid hand. Manhattan Maidens, six-giri June Jackson line, on for two numbers, one their own specialty, and the other as an intro for the Spanish dance team. They give eye appeal to the bill. 1my Thomale's orch back acts neatly. Wied.

Hippodrome, Balto.

Baltimore, Aug. 6.
Vince & Gloria Haydock, George
Prentice, Penny Edwards, Burton
& Janet, Ross Wyse, Jr., & Pengy
Womack, Milton Douglas & Co.,
(2), DeMarco Sisters (5), Jo Lombardi House Orch. (12); "One
Last Fling" (WB).

This is a nicely combined layout which plays well in rising climax to closing niche allotted to the De-

This is a nicely combined layout which plays well in rising climax to closing niche allotted to the De-Marco Sisters, quintet of harmony singers with a fullsome radio background to lend marquee stature and a knowing audience response upon their entrance. Comedy is supplied by the knockabout of Ross Wyse, Jr., and Peggy Womack, and there is ample novelty in the contribution of George Prentice and his slapstick Punch and Judy show. It all adds up nicely.

Smart getaway is provided by Vince & Gloria Haydock, pleasing dance duo, after which Prentice garners a bundle full of laughs with his puppets. Penny Edwards provides nice vocal treatments of "Wonderful Guy," "Sheboygan" and a special wrapped around "Il Bacio." Winds up sesh with a dance and sets good spot for Burton & Janet to follow with impressions of all the familiars but sold solidly and a decided improvement since last caught here.

Wyse and Miss Womack get plenty of laughs with their comedy attempt at an adagio and knock themselves out to please and are amply rewarded. Milton Douglas gets the most out of his patter and closing crossfire with a femme aide after which the DeMarcos take hold for a rousing clincher with a kwingy work in g of "I Love Jimmie." in a calypso rhythm; an a cappella arrangement of "Sweet Sixteen," and "Take Me Out to the Ball Came" standquis. Closing bit

a cappelia arrangement of "Sweet Sixteen." and "Take Me Out to the Sixteen," and Ball Game" st of "thank you of "thank vou" in music is groovey and just right to get them off to inaximum returns. Biz very good.

Capitol. Wash.

Washington, Aug. 4.
Martin & Florent, Ada Lynne
Tommy Wonder, Smith & Dal
(4): "Good Old Summertime Dale

near Siler City as the place "where the devil walks in circles as he hinks up new means of causing trouble for humanity."

It's a highly readable little collection of Americana. Brill.

Hidegarde Fillmore in Hoily wood rounding up story material for McCail's mag.

Lee Mishkin gandering the Hollywood studios on vacation from the N. Y. Telegraph.

Olga Burke, 12 years with the Radio City Music Hall Rockettes, profiled in Aug. 13 Saturday Evening Post in an article titled "Dancer." This is one of a series of articles which Richard, Thruel-

falls flat here, so act registered little. No doubt later audiences, older and with longer memories. gave the team more of the appreciation they deserve.

little.
older and with according ave the team more of the extraction they deserve.
Ada Lynne fares okay in a zany act that combines the most raucous features of Betty Hutton and Martha Raye. Sets pace for her inanities with a tune. "Be a Clown," then proceeds to live up to it. It's all slapstick, some of it good, other parts of questioned in the control of the con

tionable taste and little entertainment.

Tommy Wonder, terper, late of "Annie Get Your Gun." does best job of getting customers off their hands with a combo of ballroom and tap, accenting noveity. Does ballroom sequence with a dummy tied to his feet, gagging much of it, but giving the illusion of straight adagio routine.

Martin & Florenz raise the curtain with some rather hundrum puppeteering. There's variety and novelty in the act, with puppets rieged out in costume, but it never quite makes the grade.

MPAA Seeks End

Continued from page 18

economic officials are too alert to economic officials are too alert to the dire results for exhibitors box-office-wise if American product is not made available as well as to employment in distribution offices and all down the line. In fact, it has been apparent for some time that film theatres cannot operate profitably on local product alone, with even nabe houses showing declines in biz with strictly homemade nix. made pix.

made pix.

Despite all this, Argentine producers still are bringing pressure for further protection for the local film producing industry. Though Argentine pix have had short runs, the local film-makers want it made obligatory that film houses have some local fare at least two weeks in every month, instead of one some local fare at least two weeks in every month instead of one week as current. This would reduce, of course, the playing time available for foreign pictures, mostly U. S. product.

mostly U. S. product.

The Draft Law, presented to Congress last week, would place 3% tax on all film grosses to be paid by exhibitors supposedly to aid film script writers. This has incensed exhibs who feel that producers would be sole beneficiaries because they would make private deals with scenario writers.

deals with scenario writers.

There were no firstrun U. S. pix during the past week but principal deluxe theatres were showing American top features in most cases. RKO's "Waiter Mitty" is past its fourth week at the Broadway with opening of Par's "Own True Love" delayed as a result. "Sorry, Wrong Number" (Par) is in its third week at the Ambassador while "Touch of Venus" (U) is in its second stanza at the Metrosian is the second stanza at the Metrosian in the second stanza in the second dor while "Touch of Venus" (U) is in its second stanza at the Metropolitan. "State of Union" (M-G) also is playing its second week at the Opera. "The Smugglers" (Rank) is the main British film around, being in second frame at Gran Rex.

"Best Years" (RKO) has over from "Gone With Wind" at bandbox Radar, but it may not reach the record 43 weeks and \$98,000 gross of latter.

\$98,000 gross of latter.

Italian pictures have received some bookings of late as a result of the trade pact with Italy. "Cactia Tragica" Is in third week at both the Premier and Ideal on day-date run. "Basta de Milleni," released by LuxMar Film, is starting out at Luxor, with Anna Magnanl plugged since she is a draw with Argentine fans.

TV Starved

= Continued from page 1;

have their place in video, just as they do in radio, but not to the degree that they're the 'be ali and the end all' in programming.

Cited as evidence is the fact that video has yet to develop a Dinah Shore, a Perry Como or a Dennis Day that can be called that video has yet to develop a Dinah Shore, a Perry Como or a Dennis Day that can be called TV's own. They go a step further and argue that even within the sphere of radio, the same holds true today—the glamor side and accent on musical shows are getting less attention than in the past dozen years or so with over-concentration on scripts.

The existing yen for script shows rather than "cheesecake" is laid by many to the cost factor—that it's much simpler in these days of coin-watching to wrap up rights to a dramatic stanza and produce it, than to develop musical shows and song-and-dance personalities.

SCULLY'S SCRAPBOOK

..... By Frank Scully

Romance, Ark., Aug. 6.

Every now and then Hollywood tells the literary world that "think" pictures are (a) out or (b) in, that there's nothing about a sick biz that entertaining pictures won't cure, and that remakes are merely further proof of how far Hollywood will go in meeting a new idea.

Impressed by these monographs from the top brass, I've been reading all the class magazines to see how much editors are being affected by what Hollywood will ultimately buy. Inspired by these extensive readings I have worked up a sample case of teasers of my own, which can be easily expanded into full-length novels at the drop of a well-filled hat.

filled hat.

I can answer "The King's General" with "The King's Buck Private."
"Eisenhower Was My Boss" with "Nobody Was My Boss," "This Side
of Innocence" with "This Side of the Other Side," "Chicken Every
Sunday" with "Hash Every Monday," and even such unanswerable
originals as "The Running of the Tied," "Behind the Ion Curtain,"
"Sun of the Moon," and "The Television Murder in Tel Aviv."

The Pilgrim's In

The Pilgrim's In

Sprayed by the Atlantic hitting the seawall of Martha's Vineyard and buffeted by its gales, Knude Mann fights for fame and fortune as captain of a pirate frigatine called the Land Lover.

He isn't altogether happy because a titled lady is beating him to the plunder of several well-laden ships. Each spends fury with lash and pistol on all who cross their paths.

Then one day in the chase of a Spanish grandee's bark, bogged down with gold bars from Brazil, the ships of the brigands clash and soon are sinking off Nantucket, which seeningly lacked a lighthouse in the 17th century. Both, however, manage to save themselves by boarding the grandee's bark. In gratitude Knude heaves the grandee into the angry sea and is about to heave his Donna Dolores in after her Don when he feels the flashing scorn of her green eyes and finds himself irresistibly drawn to her exotic charm.

The titled lady who strides through the pages of this novel now finds herself in auguished love with her rival sea rover. Finding that fury

The filled lady who strides through the pages of this novel now into herself in auguished love with her rival sea rover. Finding that fury with lash and pistol does not succeed when both parties are equally armed and equally angered. Knude and the lady sit down in the captain's quarters to drink to a solution. They find they are both related to the original Horace Mann and decide to settle their differences Mann to Mann.

ferences Mann to Mann.

Donna Dolores, who looks on this trading in the role of a captive, reveals she owns an old broken-down inn on Martha's Vineyard and has an "in" through the governor-general on Cape Cod as well. A wild desire to settle down surges over Knude, so he agrees to give up the dead Don's ship to the Countess and embark in a two-oared lifeboat with Dolores for the Vineyard. When last seen the beautiful Donna is rowing into the setting sun toward the Vineyard and Knude is waving goodbye to the Countess, who with lash and pistol, is ordering the crew to head for the open sea and the lush isless that dot the waters of the Caribbean.

Westward Ho-Hum

A young clergyman fights for his ideals, and experiences the same triumphs and defeats which fall to worldly men. Reverend Longden Hart and his beautiful bride are scarcely settled in Tombstone, Ariz., when they discover that some of their vestrymen are resentful of the Reverend Hart's progressive approach toward the social obligations of the church. Cattlemen particularly resent the installation of a of the church. Cattlemen particularly resent the installation of a watering trough for sheep passing through the valley. Mincrs join the cowhands in this hostility. Rev. llart's wife, Shallow, adores her minister husband but she finds the duties of a minister's wife in a western town too confining for her gay eastern nature. She takes to bridge and spiked teas.

One of Rev. Hart's most beautiful and least principled communicants

One of Rev. Hart's most beautiful and least principled communicants succeeds by subterfuge in placing him in a dangerously compromising position by sending him word that the water to the trough has been cut off and sheep are stampeding. When he reaches the trough all he finds is the girl bathing in the nude.

Before he can extricate himself from this damning situation there's a flash of a photographer's bulb and in the ensuing struggle the Rev. Hart smashes the camera. The cattlemen and miners join in the fight but the sheepherders for once stand up for one of their own and wrap the treacherous female in sheepskins, just as Rev. Hart's beautiful wife hears the commotion and breaks up a bridge game in time to rescue her husband from this Jezebel. After that they solve their problems sensibly. He gives up social reform and becomes a bishop.

He da an Annian Way With Him

He Had an Appian Way With Him

He Had an Appian Way With Him

He was just an extraordinary American soldier, highspirited and happy to be away from home, and she was an equally highspirited Italian girl, happy to be home so that she could relleve her GI hero of the chocolate bars which were giving him shoulder blisters. They fell in love, but every time she put her arms around his shoulders he yelled, "Look out for that blister, sister!"

When their love had to struggle against this bitterness she knew it couldn't last. Just as the flowers had to die in the debris of the one-time imperial city, so their love was destined to end when he ran out of chocolate bars. So she put her arms around his waist instead of his shoulders and surrendered to him completely.

That night he left for Stromboli to straighten out a title fight. He never saw her again.

never saw her again

Molehill Mountain Memories

Molehill Mountain Memories

Dull legends of one of America's least romantle regions are retold with practically no enthusiasm in these tales of the Molehill Mountains. When the author goes after mountain stories he can be relied on to come back with bags under his eyes but otherwise empty-handed.

Our readers who remember the author's saga of the rice fields, "The Easiest Whey," and his African adventures entitled "Bring Me Back Alive" are sure to be lulled into a false security by his thrice-told tales of "Molehili Mountain Memories."

Futuratole

In this new novel the author produces a major work towards which all his previous writing was heading. Though the story takes place 46 years hence it is in every sense as timely and as literary as today's

tabloid newspaper. The scene is Hollywood. In the life of Windstone Churcheel, young man in the Ministry of Pictures (Minipix for short), come ty proletarians (called "proles" by the Prole Board). Equipped with jet-propelled transformer they transform his life completely. That

say, they vaporize him.

One prolé is Julia, who slips him a mickey (short for Cohen) which

when deciphered spells out "I love you." The other prole is an orange named O'Brlen whose mother was once a child-star called Moregrit. These two betray Windstone in most unexpected ways, and he in turn These two betray Windstone in most unexpected ways, and he in tubetrays them.

In Room 101, named after a ranch of the same name, they sing

"Under a spreading chestnut tree I sold you and you sold me."

Among them they break the spirit of every living man till all believe that black is white, two plus two equals three (a switch), and evil is good for eight reels. They invent a language called Newspeak only to find VARIETY had a prior claim going back to 1905.

This distinguished novel is distinguished by the fact that it runs 300 pages to the dot and in doing so becomes one of the most Important books of a generation.

Broadway

William Tracy in from Coast for radio and TV shots.

Grace LeBoy (Mrs. Gus) Kahn to urope on a holiday. Europe Kurt Frings arrived here from the Coast early this week en route

to Paris. Stanley Melba orch returns to otel Pierre's Cotillion Room Hotel P Sept. 20.

Sept. 20.

The Harry Cohns and Arnold Grants return on the Ile de France sailing Aug. 13 from Paris.
Helene (Mrs. O. M.) Samuel in Boston on a commission to do a portrait of Mrs. John King.
Adolf Lantz, father of N. Y. agent Robert Lantz, undergoing an operation in London tomorrow (Thurs.).
Mrs. Al Jolson due in next Monday or Tuesday for preem of "Joison Sings Again" at the State Wednesday (17).
Librettist Otto Harbach and Bob

nesday (17).
Librettist Otto Harbach and Bob

Librettist Otto Harbach and Bob Kriendler, of 21, returned from European vacation Monday (8) on the Caronia.
Clifford C. Fischer's longtime Franco-American secretary, Odette, back from Paris, her first return to her homeland in 10 years.
Mike Kaplan, Dailly Variety mugg, leaves today (Wed.) for Palestine to settle family affairs and to survey the scene there for mag articles.

Borden Mace, prez of the RD-DR Borden Mace, prez of the RD-DR

articles.

Borden Mace, prez of the RD-DR
Corp. and associate producer of
"Lost Boundaries," off to Bermuda
Saturday (6), in quest of material
for a new film.

The Norman Readers (he's flack
chief of- the French National
Tourist office and European Travel
Commission ad topper) off to Cape
Cod until Labor Day.

Metro producer Gottfried Reinhardt shoves off from the Coast
Friday (12) for a European vacation wich includes a visit to the
Salzburg music festival.

Marie Wilson due to arrive from
Coast Friday (12)), remaining here
for two weeks in connection with
publicity for the forthcoming Paramount release of "My Friend
Irma."

Irma."
Chico Marx, back from six months in the British variety houses, later joined by his brother Harpo, flew back to Hollywood yesterday (Tues.), preceded by the latter.
Thyra Samter Winslow calls her

new East 61st street manse "14th Heaven" since it's the 14th apart-ment she's occupied since moving to Gotham from her native Ar-

to Gotham from her native Arkansas.

Norman Siegel, Paramount's studio ad-pub director, in New York for confabs with Max E. Youngstein, national ad-pub topper, on Par's "Samson and Delllah" and "The Heiress."

Ed Sargoy's daughter, Janice Ellin, engaged to Richard Harvey Rosenberg. Father of bride-to-be is member of Sargoy & Stein, lawfirm repping major film companies in copyright matters.

Screen actress Thelma Ritter, due back tomorrow (Thurs.), after completing "Perfect Strangers" at Warners, goes immediately to Fire Island with her husband, radio-aexecutive Joseph A. Moran, for extended vacation.

executive Joseph A. Moran, for extended vacation.
Screen thesps Marta Toren and Jeff Chandler arrived in Gotham Monday (8) to throw their weight behind advance publicity on Universal's "Sword in the Desert." Pic has its world preem before an invited audlence at the Criterion theatre. Broadway flickery, Aug. 23.

23.

Majorie Main and Percy Kilbride In New York along with producer Leonard Goldstein and director Charles Lamont on eastern production of "Ma and Pa Kettle Go to Town" which Universal has before the cameras here.

Pittsburgh

By Hal Cohen
Karen Tedder and Jay Lawrence
heading new floor show at Copa.
White Barn Theatre will do Clifford Odets' "Big Knife" next week.
Jimmy Featherstone's drummer,
Al Carter, doubles as band's press-

"Wizard of Oz" in favor of Bettina

Rosay.
Harold Lund, who manages Dick
Powell's Enterprises in Hollywood,
back to Coast after visiting his
mother.
Lou Sowa new distributor here
for M-G-M Records. They were

Lou Sowa new distributor near for M-G-M Records. They were previously handled by J. A. Williams Co.

Carl Ackerman, brother of Mary Ackerman. "Ice-Capades"

p.a., to Rome for clerkship in U. S. Embassy.

Tim Herbert took off, after clos-

Tim Herbert took off, after closing summer operetta at Stadium, for St. Louis to do "Red Mill" at Muny Opera.
Mrs. Joe Blowitz, wife of late Manor theatre manager, will make her home with son, Bill Blowitz, the Hollywood p.a.

Westport, Conn.

By Humphrey Doulens
Lachary Scott in from the Coast.
Charlie Strakosch property hunt-

ing. Laura Pierpont visiting Christie

MacDonald

MacDonald.
Helen Hokinson back from a stay at Nantucket.
Palace theatre at South Norwalk being renovated.
Geraldine Farrar off to the Thousand Islands.
Johnnie Evans vacationing with the Marks Levines.
Mrs. William Anthony McGuire at the Arthur Levys.
John Patrick here to catch Ruth Gordon in "A Month in the Country."

Gordon in "A Month in the Country."

Martin Manulis due back from Cope Cod where he directed "Western Wind" with Cornel Wilde.

Herman Levin and Oliver Smith huddling with John C. Wilson on forthcoming musical "Gentlemen Prefer Blondes."

Agnes De Mille, John Tyers, Helena Bliss, Shirlee Weingarten, Anita Loos, Robert Edmond Jones, Theresa Helburn, William Gaxton, Jerome Whyte, Christie MacDonald, at Monday (8) premiere here of Theatre Guild's "Out of Dust."

Minneapolis

Minneapolis

By Les Rees

Annual Roller Derby under way at Auditorium.
Edyth Bush Little Theatre offering "The Women."
"Brigadoon" set to open season of Lyceum, Sept. 5.
Lena Horne inked for Club Carnival Sept. 1-14.
Old Log strawhatter holding over "I Remember Mama."
Dick Jurgens into Prom Ballroom for one-nighter.
Jessica Dragonette into Hotel Radisson Flame Room.
Four Blazes into St. Paul Drum Room with Hy-Lo held over.
Jessica Dragonette into Hotel Radisson Flame Room with Danny

The rain for weekend but are recommended for weekend but are recommended for the recommendation of the recommendation in Leghorn.

Janis Paige and husband, Frank for the recommendation of the recomm

London

Joe E. Brown to step into the starring role in "Harvey" while Sid Field goes on vacation Aug. 29.

Sid Field goes on vacation Aug. 29.
Among the American acts booked
by Emile Littler for his various
Christmas pantomimes are Gaudsmith Bros. and The Briants.
Success of Harold Steinman's
"Skating Vanitles" at Wembley
Pool has resulted in company returning next year with a new edition.

Cilli Wang, having finished short season at Arts Theatre Club, re-turns to Parls but comes back for six months at Bal Tabarin, open-ing Dec. 15.

six months at Bal Tabarin, opening Dec. 15.

Lew and Leslie Grade have set Peggy Ryan's English dates. She opens at Bournemouth Aug. 15, with following week at Birmingham, and to be followed by three weeks at the London Palladium. Chaz Chase accepted two weeks booking at London Palladium on advice of Fosters' agency. After opening was immediately booked for 26 weeks including pantomime, After playing in North Africa, returns to take up his vaudeville date in England.

Cass Daley's opening at London Palladium Aug. 1, has resulted in flood of vaudeville offers which she has had to turn down because of prior holiday arrangements in Paris and Rome. But she is definitely slated to return early next

initely slated to return early next

year.

Dolores Gray in Italy on vacation but due to return to lead in Emile Littler's "Annie Get Your Gun" at Culiseum late in August. Incidentally, Littler has just closed new library deal involving \$120.000 advance, which assures "Annie's" run to the end of February, 1950.

"Annie's" run to the end of February, 1950.

New acts set by Tom Arnold and Emile Littler for new Latin Quarter show due at London Casino March 16 are Professor Lamberti, with Roger Ray likely. Robert Nesbitt again will stage. In current show, Herman Hyde, who has been booked for six weeks, is being held over until show ends late in December.

Las Vegas

Spike Jones a smash at Flamingo with several new features added to the act.
Seymour Korman, Coast correspondent for Chi Trib in town to do feature story.
Leo Mishkin of the N. Y. Telegraph at Hotel Thunderbird on writing assignment.
Neil Regan, bureau manager of Steve Hannagan Associates publicity office here, to Sun Valley for vacation.

vacation.

Jlmmy Dugan, publicity man for

Radisson Flame Room.
Four Blazes into St. Paul Drum
Room with Hy-Lo held over.
Jessica Dragonette into Hotel
Radisson Flame Room with Danny
Ferguson orch.
Jack Thoma flew in from Chicago to set Dick Jurgens for onenighter at Prom Bellroom.

"The Silver Whistle" and "Madwoman of Chaillot" definitely set as
Theatre Guild-A.T.S. subscription
series attractions at Lyceum.
Aquatennial ball and queen coronation ceremonies featured Art
Mooney's orchestra, Roland Twins,
Belmont Bros. and the Nissens.
Dorothy Lewis Ice Show and
'Jewel Box Revue' continue to
draw big biz to Hotel Nicollet
Minnesota Terrace and Curly's, respectively.

Rome

By Helen McGill Tubbs
Concert pianist Amos Allen at
the Excelsior.
George Raft left for Paris buw
ill return here later.
ABC's commentator Nancy Cralg
in Rome for a few days.
Comedian Jimmy Dugan, publicity man for
Last Frontier, back from two-week
tour of duty with the Marines.
Ted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing to doscko business at Last Frontier afted Lewis continuing

By Eric Gorrick Paul Regan booked for Celebrity Club in Sydney this month. Shell Oil Co. is giving demon-strations of video here in ace

hotels. Margaret Lockwood, British film

Nick Pery, local Columbia top-

per, on biz lookseeing in Singapore and Siam.
Charles and Elsa Chauvel will stay in Hollywood for several weeks at U-I studio having their "Sons of Matthew" readied for screening. Pic was sponsored by Universal and Greater Union.

Chicago

Mady Christians arrived Friday (5) for rehearsals of "Vinegar Tree" at Chevy Chase Summer Theatre.

Producer Dave Sebastian, Car-men Miranda's hubby, in town vis-iting friends, on way to Washing-ton, D. C.

Al Jolson slated for a personal appearance for midwest preem of "Jolson Sings Again" at Woods theatre, Aug. 19.

theatre, Aug. 19.

Illinois American Legion convensh got under way Thurs. (4) with 400 extra police on hand to confiscate water pistols, electric shockers and other trick gadgets designed to molest pedestrians.

designed to molest pedestrians.

Al Horwits, Universal-International studio's press chief, in town setting up world preem of "Yes Sir, That's My Baby" at Roosevelt theatre, Aug. 10, which will include a parade and p.as of Donald O'Connor and Gloria De-Haven.

Haven.

George Jessel, here for threeweeker at Oriental theatre, hosted
the press at a cocktail party in Ann
Baxter's honor at Sherman Hotel,
Wed. (3). Miss Baxter, featured in
the plc, did a one day p.a. with
"You're My Everything" which
opened with Jessel Thurs. (4).

Dublin

By Maxwell Sweeney Siobhan McKenna to London.

Fibber McGee and Molly giving the o.o. to Ireland. John Corfield, prexy John Corfield Productions, in on vacation.

Charlie Kuns in for Royal Dublin Horse Show Week date at Olympia.

Father Urban Nagle's "The City of Kings" currently being mulled for production here.

F. E. Pardoe, British Film Institute, set to gab to Irish Film Society on film appreciation.

ciety on film appreciation.

Robert Dawson inked for lead in
London production of Abbey winner "King of Friday's Men."
Tenor Hubert Valentine, on vacation, returns to U. S. for concerts
in N. Y. Town Hall in the fall.
Countess of Longford has written new comedy, yet untitled, skedded for fall production at Gate
theatre

ded for fall production at Gate theatre. Cyril Cusack set for Michael Powell-Emeric Pressburger cur-rent filming of Mary Webb's "Gone to Earth."

Ambrosine Phillips in from London for lead in Roland and Michael Pertwee's "The Unknown Man" at the Gaiety

don for lead in Roland and Michael Pertwee's "The Unknown Man" at the Gaiety.

"Belvedere Goes to College" (20th) cleaning up on extended playing time at 3,500-seater Savoy, now in third week.

The Abbey Theatre's School of Acting, directed by Ria Mooney, is being closed, only a few outstanding pupils being retained as apprentice players and understudies to regular company.

San Francisco By Ted Friend

Dante at Press Club dinner.

Woody Herman orch to Oakland. Lionel Hampton at the Edge-ater dancery.

Judith Evelyn guested at Frisco Critics Council.

Critics Council.

Dorothy Shay and Eddie O'Neal orch at Mark Hopkins.

Arthur Fiedler in to direct Standard Symph orch.

Variety Club, Tent 32, pienicked at Adobe Creek Lodge.

Jerry Devine, ABC writer-director, doing the seven hills.

Al Dalzell in from New York to replace Gertrude Bromberg, press agent for "Streetcar," who left for L. A. vacation.

L. A. vacation.
Arizona Daily Star publisher,
William R. Mathews, visiting; he's
one of two survivors of Dutch
plane crash which killed 13 correspondents.

Hollywood

Anne Baxter to Chicago. Vince Barnetts divorcing.
Bob Stack to Laguna for summer

Virginia Van Upp returned after four months in Spain.

Jeff Donnell to Laguna Beach

Lizabeth Scott in town after eastern strawhat appearances.

Jesse L. Lasky in town after business huddles in N. Y.

Prince Moezzl, of Iran, gandering film production at Warners. ·Leo Gorcey and Huntz Hall readying a five-week stage tour.

readying a five-week stage tour.

David Buttolph returned to Warners after a long siege of illness.

Joseph I. Breen bought the Will Hays ranch near Lake Sherwood.

Paulette Goddard to Mexico City start her picture, "Inamorata"

Mervyn LeRoy's daughter, Linda, hospitalized after a fall from a horse.

Zachary Scott and family to their Virginia farm for the rest of the summer.

Murray Alper celebrated his 25th year in show business on the Paramount lot. Edwin L. Marin returned from a location scouting tour of Brit-ish Columbia.

W. H. (Bud) Lollier took his family to Alaska to duck the Call-fornia heat wave.

Howard leSieur and Al Tamarin from N. Y. for ad-publicity huddles at United Artists.

Joan Fontaine and Bill Dozier announced a marital separation with divorce in the offing.

Paramount Shriners tossed a luncheon for Harold Lloyd, with Henry Ginsberg as toastmaster.

Cary Grant on his way back to Hollywood after an eight-day checkup at Johns Hopkins Hospital.

Judy Garland in town for two weeks of Metro huddles before re-turning to Boston for further hos-pital treatment.

Bucks County, Pa.

By Sol Jacobson

Don Walker's daughter Anne
terping with Cannon Ballet at Mu-

terping with Cannon Ballet at Music Circus.
St. John Terrell tossed birthday party for Wilbur Evans at his canvas theatre Fri. (5).
Brock Pemberton, Robert Breen, Richard Beckhart in to gander Playhouse last week.
Teddy Hart, Joe Downing, John Marriott in for "Three Men" rehearsals Tues. (9) at Playhouse.
Theron Bamberger to Allentown Sat. (6) as judge for Atlantic City beauty contestants at Lyric theatre. Walter Slezak checking out of his Ottsville farm this week for Hollywood to play in Red Skelton film.

Film.

Ezra Stone commuting to N. Y.
to direct Olsen & Johnson video
show from hls Newtown dairy

farm.

show from his Newtown dairy farm.

Phil Cohan, producer of Jimmy Durante air show, in from the Coast for visit with Don Walkers and Paul Whitemans.

Bob Sensenderfer, Eve. Bulletin critic, busman's-holidaying from Ivyland home to matinee at Lambertville and evening perf. at New Hope.

Margo Jones, Manning Gurlan and Tad Adoue in from N. Y. to see how Lambertville Music Circus compares with their Dallas Theatre '49 operation. Miss Jones was persuaded to appear as super in "Vagabond King." Other notables' suping were Kenyon Nicholson, the Harry Haenigsens, Jon Gnagys, and Frank Godwins.

Barcelona

By Joaquin C. Vidal-Gomls
Annabella in from Paris to spend
a vacation in Spain.
Babla nitery now offering Baldo
and Karina, Beatriz, de Lenclos
and "The Flying Trio."
Composer Agustin Borguno arrived from New York after an absence of several years.
Argentine actor Enrique Muino
feted in Madrid at the Zarzuela
theatre. Spanish cinema bigwiss
attended. besides representation
of the Argentine Embassy and
colony.
Author Salvador Bonavia and
composer Jaime Mestres presented
new show at the Arnau theatre.
"Canela. Sal y Pimienta" ("Cinnamon. Salt and Pepper"), a folk play
with music.
Rafael Escrinas, manager of Rop-

Jimmy Featherstone's drumer, and the state of the state o

'Big 3' Continue Continued from page 1

"Kate" and "Salesman." Standing room for each night's performance of all three shows is always sold out soon after the boxoffice opens each morning. Also, there is usually a line of a couple of dozen people in the lobby of each theatre every night, waiting to buy possible last-minute returns.

tre every night, watering to buy possible last-minute returns. All three productions are rapidly (at least by contemporary standards) piling up profits for their respective producers and backers. For instance, the final 30% installment of the \$225,000 investment of "Pacific" was repaid this week. The show has a cash advance of around \$300,000. The usual reserve fund has been accumulated. The show is continuing to net about \$11,000 a week, which will henceforth be split between producers and backers. The production actually cost \$163,000 to open on Broadway.

The principal running expense

000 to open on Broadway.

The principal running expense for "Pacific" is the rental of the Majestic theatre, which comes to \$10,150 a week. Mary Martin and Ecio Pinza each get 7% of the gross, or approximately \$3,542 apiece. The authors, Richard Rodgers. Oscar Hammerstein, 2d; nougers. Oscar fraumerstein, 2d; Joshua Logan and James Michener, share a royalty of 10%, and Logan gets 2% as director.

gets 2% as director.

As indicated, the profits will be split 50-50 between the producers and backers. Of the producers' share, Rodgers and Hammerstein get 30% each, Logan gets 26-3% and Leland Hayward 131-3%. Same division will be made of the proceeds of the second company, to be sent on tour in the fall of 1950, and from foreign and other rights. There won't be a film sale, in line with the Rodgers-Hammerstein policy of never permitting film, of never policy of never permitting film, television or radio versions of their

television or radio versions of their creations.

"Kate" last week paid another \$7,000 dividend to its backers, bringing the profit thus far to \$150,000 on the \$180,000 investment. The rate of return should henceforth increase, moreover, as the recently-opened second company is playing to smash business on the Coast. The original edition, grossing a regular \$47,200 at the Century, N. Y., is netting about \$11,000 a week and has an estimated cash advance of about \$200,000.

\$200,000.

"Salesman," grossing \$24,100 at the Morosco, N. Y., is netting about \$4,300, has a cash advance of approximately \$170,000, and has repaid \$90,000 of its \$100,000 investpaid \$90,000 of its \$100,000 invest-ment. In addition, it has accumu-lated a reserve and part of the cost of a second company. The latter and the London production are expected to increase the rate of return to producers and back-ers.

Continuous Action

Continued from page 1 =

focussing than even the best kine-scope work to date. Thus, if a star is unwilling to move to New York for a live video show, he could do a series under this system, at TV's cost and methods, without leaving Hollywood. Use of the system would add only about \$1,000 to the average \$6,000-\$7,000 program. Since the system would permit an entire series of 13 shows to be lensed on a mass production be lensed on a mass production sis, the cost per unit could be rked out at less than a live pro-

worked out at less than a live production.

Can Film Show In 30 Minutes
Fairbanks claims the system is better than shooting straight film for video since the actors can work straight through a script and thus catch TV's necessary spontancity. And, as in standard film production, it is still possible to go back for retakes if necessary. In addition, since it permits the lensing of continuous action, it cuts drastically into the time usually required for film production. Following the usual rehearsal, a 30-minute program can be completely filmed in 30 minutes.

The wipes, dissolves, and other trick cames effects worked electronically on live TV shows, of course, must be done optically in the lab under the Fairbanks system. But the money saved by the faster shooting process will permit the producer to afford such work if he wants it. Final accombler in the cuts of the wants it. Final accombler in the cuts of the wants it. Final accombler in the cuts of the wants it. Final accombler in the cuts of the wants it. Final accombler in the cuts of the wants it. Final accombler is the cutter or editor, who splices tongether the film free the different cameras in the cut sequence, the job done instantane, uncertainty of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the wants it. Final accombler is the cuts of the want

ously on live TV shows by the technical director.
Fairbanks so far is concentrating on selling the system to TV broadcasters. His contract with NBC gives that web first refusal on it. Those who have seen the system in work and the finished product believe it can be of prime importance eventually to the major film studios by providing them with a time-saving method of production. To date, though, no major studio representative has been shown the equipment.

In developing the process on a hush-hush basis for the last several years, Fairbanks has come up with many techniques heretofore thought impossible. Standard 16m Mitchell cameras, which generally carry 400 feet of film, have been converted to carrying 1,200 feet. In addition, Fairbanks has worked out a way of maintaining constant focus from one camera to another, of standard overall lighting, of true framing for cameras mounted on dollies and of a continuous sound track so In developing the process on a continuous sound camera can be cut on and off the line.

Burley Wheel

Continued 'rom page 1 =

relegated as features rather than main attractions. They figure on a not-too-risque setup they can angle plenty femme trade and also circumvent further costly controversies with local authorities of theatres played.

Interest Better Talent "If we clean up our shows," one spokesman continued," we'll be able to interest better talent. With vaude on the upbeat, there's no reason why rejuvenated burlesque should not again become a proving ground for new talent, as it had been traditionally for years before the switch to the 'dirt' formula. To this end each show, in addition to regular principals, will carry two or three vaude acts."

Combined circuits will start out with 22 weeks, compared to last season's 15. It will still be minus a N. Y. showcase, with shows' nearest approach to N. Y. being the Hudson, Union City, N. J., and the Empire, Newark. There will also be about 15 stock burlesques operating, spotted in towns where the wheel shows are not played.

Spa Biz Blah

Continued from page 2 :

to angle the lure to an all-year basis instead of waiting for the short August racing season. There's a terrific attraction in the health giving waters of the spa. Saratoga can be counted upon for a steady amount of trade throughout the year from those who patronize the Saratoga drinking water and bath

Saratoga drinking water and bath spots.

Conditions are ripe for this type of change. The property owners pay little or no taxes because of the 5% track tax which remains in the county. This has been sufficient to pay all municipal and county needs. With little or no tax assessment, overhead is considerably cheaper and the visitor can be given a break which property owners in other resorts cannot give.

At the same time, this 5% tax is resented by the mass of horse-players-that hit the track. Winnings could be greater were it not for this additional levy. Thus many in the New York City area prefer to take their patronage to Monmouth, N. J., where this tax is non-existent. The Monmouth track is also more convenient. If the impost were reflected in Saratoga living costs, bettor-resentment wouldn't be as high.

Gambing Off

Gaming is also off from last year. The major casinos are doing comparatively well even though betting is considerably smaller. One of the major spots didn't have enough to pay opening costs, but came in on

off. The male spenders on the loose frequently seek companionship of a line filly they knew in New York or elsewhere and often place a few chips on the tables for them. It's likely that the line will be back next year. In fact the Rock is trying to recruit a line in time for Monday's (15) change of show.

of show.

The casinos, incidentally, have no connection with the adjamental connection with t The casinos, incidentally, have no physical connection with the adjacent night clubs. The gaming rooms are separated by a few feet and constitute a separate building. This is to conform with local law forbidding casino adjuncts to cafes and also in case of a gambling raid. Thus the liquor license is not jeopardized by connection with gaming.

raid. Thus the liquor license is not jeopardized by connection with gaming.

It's felt that this season will tell the story. If too much in the red, then it's likely that reforms will be more evident next year. The slight drop in prices this season isn't regarded as sufficient for the mass trade. Slashes will be deep next year if revenues aren't enough to pay all bills. The businessmen just refuse to be philanthropists any longer.

Pacing the reforms likely to come next season, is a warmer and more personal treatment of track patrons. They'll have to get at least as good a break as obtained in Jersey. By this year, the track will have discovered that there are more \$2 bettors than any other type. That's where most of the money is likely to be.

Bergman Idyll

Continued from page 3=

of interest. It is hoped that a of interest. It is hoped that a new publicity campaign will hypo it to bigger grosses when it goes into general release at regular prices in six months to a year. Unless this happens, producer Walter Wanger, Miss Bergman and the estate of director Victor Fleming, as well as the investors, will take a heavy shellacking. Pic must do about \$9,000,000 gross to break even.

'Joan's' Socko Foreign B.O.

'Joan's' Socko Foreign B.O.
RKO's "Joan of Arc" is showing hefty strength in the few overseas engagements the film has had to date. Picture drew amazingly well during a three-month London run and last week started off auspiciously in bookings at Port-au-Prince, Trinidad, and Georgetown, British Guiana.

Praviously the Bergman spec-

itish Guiana. Previously the Bergman spec ole had racked up an "ail-time" Previously the Bergman spec-tacle had racked up an "ail-time" record at the Kuhio theatre, Hono-lulu, where it opened May 27. Fol-lowing a 14-day run there, the pic moved into the island's sub-sequents to mop up.

B'way Ads

Continued from rage 3

the objectionable term. But after FC explained that it was a direct quote from the pic, MPAA okayed it. All other advertising material has also been taken directly from the film. Critics, however, contend that the quotes, when wrenched from their context, have distorted the film's viewpoint.

Attack against the pic's advertising broke into the open last weekend when the Screen Office & Professional Employees Guild addressed a protest letter to FC and de Rochemont, saying: "Your picture purports to fight an evil and yet your method of selling it does just the opposite." While modifying the ads, FC execs stated that their ad campaign was approved by the MPAA and several leading Negro citizens.

MARRIAGES

Maureen Stapleton to Max Allentuck, New York, July 22. Bride is an actress in "Detective Story"; he's company manager of "Death of a Salesman."

Gloria Hatrick McLean to James tewart, West Los Angeles, Aug. 9. Stewart, West L He's a film star.

Fern Katz to David Cooper, Chi-cago, Aug. 7. Bride is film booker for Si Griever office. Martha Knight to Billy Catizone, Pittsburgh, Aug. 6. He's a band-

leader.

Stacey Hunter to Philip Carlyle,
Greensburg, Pa., July 30. They're
both legit players.

Joanne Dru to John Ireland, La
Jolla, Cal., Aug. 7. Bride is an actress and former wife of Dick
Haymes, singer; he's stage and
serreen player. screen player

Cecile Roy to John Beni. New York, Aug. 6. Bride is a radio act-.... 1 .. 11 -11.1 . 50.

OBITUARIES

HARRY M. LOWENSTEIN

Harry M. Lowenstein, vice president of Griffith Pictures, which operates a chain of 144 motion-picture houses in Oklahoma and Texas, and a founder, director and member of the executive committee of the Theatre Owners of America, Inc., died Aug. 5 in Las Vegas.

Born Theatre Owners of America, Inc., died Aug. 5 in Las Vegas.

Las vegas.

Born in Dallas, Lowenstein went to Okiahoma when it was the Indian Territory. Entered the exhibition field in 1912, when three reels constituted a program and the admission prices were five and 10c.

He became associated with Grif-th theatres in 1927. Had been the became associated with the fifth theatres in 1927. Had been their vice president for the past few years. Was a director of America at the time of the merger with America. Progress Associated with American Progress. Progress Associated with Chapterian Progress. with American Theatres Associa-tion and played a prominent par-in forming Theatre Owners of

WALTER OLITZKI

Walter Olitzki, 50, Wagnerian baritone who sang with the Metro-politan and San Francisco Opera companies, died Aug. 2 in Los An-

getes.

He was born in Hamburg, Germany, and was an American citizen. He sang leading roles for 10 years at the Municipal Opera House, Koenigsberg, Germany. He was a nephew of the operatic contraito, Rosa Olitzka.

Other operas in which Olitzki.

traito, Rosa Olitzka.

Other operas in which Olitzki was heard at the Metropolitan included Wagner's "Die Meistersinger," "Siegfried," "Goetterdaemmerung" and "Parsifal" and Richard Strauss "Der Rosenkavalier." In 1944, he was assisting artist with the Branscombe Choral for its annual spring concert in Town Hall.

DR. PERLEY G. NUTTING

Dr. Perley G. Nutting, 76, noted optical physicist who aided in the scientific development of motion pictures, died in Washington Aug. 8. He retired from the Interior Department several years ago.

partment several years ago.
A graduate of Leland Stanford
University, he went to Washington
to work with the National Bureau
of Standards as a physicist, later
going to the Eastman Kodak Co.,
as assistant director of research.
After the first World War he served
as a consulting engineer in optics,
his work including motion picture
engineering.

SAVERIO COSTA

Saverio Costa, 76, musiclan, died at his home in New Orleans, July 21. Organizer and conductor of the Roma Band of the 1930's, he had also helped to form Houston Philharmonic Orchestra.

Born in Sicily, Costa, a prize winning trumpeter, landed in the U. S. in 1908 and went to New Orleans in 1932.

DON LOGAN

DON LOGAN

Don Logan, 36, former Oakland,
Cal., radio editor and theatre manager, died Aug. 5 in Hollywood.
Prior to the war he was radio ed
of Oakland Post-Inquirer and later
manager of Golden State theatres
there. After war service he joined
ABC in Hollywood as photo editor.
Surviving are his wife, a son and
his mother.

EUGENE PLATZMAN

EUGENE PLATZMAN

Eugene Platzman, 71, for 30
years one of the outstanding arrangers of piano orchestrations for
major music companies, died at
Saranac Läke, N. Y., Aug. 4. He
had been active up to 10 years ago.
Cause of his death is undisclosed.
Wife and two married daughters survive. Burial was in New
York.

HENRY J. RAYMOND

HENRY J. RAYMOND

Henry J. Raymond, 46, bandleader, died in New Orleans, July 31. A native of New Orleans, he played saxophone and clarinet in theatres there during the vaudeville era and in night clubs.

Survived by wife, son and a sister.

SIMON SHEFFLER

Simon Sheffler, 53, general manager of the Edward B. Marks Music Corp., died of a heart ailment in his office in New York, Aug. 3. He had been with the music firm for a number of years.

Survived by wife, two sons and a

en actor. had been

William T. Springfield, 53 known professionally as Billy Starr, died Aug. 5 in Philadelphia. He had done a singing act in vaude and niteries until several years ago.

Survived by wife, three sons and five daughters.

JOHN P. CARROLL

John P. Carroll, publicity man for Fay's theatres in Providence, R. I., for 30 years, died while vaca-tioning at Chatham, Mass., Aug. 3. Survived by wife, two sons, a daughter, two sisters and a brother.

William Price, 48, jutter on the Paramount lot for 22 years, died July 29 in North Hollywood.

John Olin Nicholas, 46, gardener at Paramount, died Aug. 4 in Hollywood.

Mother, 75, of Lillian Hellman, playwright, died in New York, Aug. 4.

Cugat Paid Off

Continued from page 1

in their musical tastes." South-ofthe border, Paul Whiteman is still king of jazz while the current top American bands are hardly known, he said. His own smash results rode on the crest of a Hollywood pix buildup through which the Cugat band attained a wide South American following. Many of the Cugat pix were released coincidentally with his tour which added to his band's glamorization.

to his band's glamorization.

Cugat pald his touring band members out of a \$4.500 weekly fund guaranteed by the South American promoters in dollars, while the bandleader received the bulk of his payment in fixed property. For next year, Cugat has been booked to stay over in Montevideo for six weeks for the citv's annual carnival season. He'll omit Argentina because of the musleins union regulations there but will take in the rest of South America plus a swing through Spain, Portugal, Belgium, Holland and Scandinavia. dlnavia.

dinavia.

Currently at the Hotel Astor Roof, N. Y., Cugat is plattering a series of 60 quarter-hour shows for commercial beaming to Latin America. Sans his band, he will conduct an air chatter column in Spanish under the program title of "Cugat Speaks From Hollywood."

BIRTHS

Mr. and Mrs. Jack Archer, daughter, Hollywood, July 27. Mother is Billie Rogers, trumpeter; father is a band booker.
Mr. and Mrs. William Free, son, Burbank, Cal., Aug. 4. Mother is the former Baby Jeannie of films; Father is actor.

Mr. and Mrs. Georgie Claire, son, Pittsburgh, Aug. 3. Father's a booking agent.

Mr. and Mrs. George Wells, son, Pittsburgh, July 28. Father's a bandleader.

Mr. and Mrs. Jack Kahn, daughter, Pittsburgh, July 23. Father's asst. publicity direc'r for WB in Plttsburgh zone.

Mr. and Mrs. Freddy Cortez, daughter, Pittsburgh, July 27. Father's a band leader.

Mr. and Mrs. Ben Gage, son, santa Monica, Aug. 6. Mother is sther Williams, Metro star; father s a radio actor.

Mr. and Mrs. Georgie Hale, daughter, N. Y., Aug. 7. Father is producer-director.

Mr. and Mrs. Alien Ludden, daughter, Hartford, July 31, Father is a continuity writer at WTIC there.

Mr. and Mrs. Don Ettlinger, daughter, New York, Aug. 6. Father's a film and radio scripter.

Mr. and Mrs. Hal Abrahamson, son, Chicago, Aug. 6. Father is a booker with Essaness theatres. Chi. Mr. and Mrs. Clark "Doc"

3. general manB. Marks Music
eart aliment in
whipple, son, New York, Aug. 9.
which is radio organist.

Mr. and Mrs. John Carradine,
son, in San Mateo, Cal., Aug. 8.
Mother is Sonia Sorel, actress;
father is a legit and pix actors.



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PRICE 25 CENTS

ARN BIZ AND BEEFS BOTH BO

Bebop Finds Its Small But Solid Beat Paying Off in Limited Way

Bebop—the hottest potato in the music business since the swing-orsweet schism back in early '30s—the grooving out a definite corner for itself in the jazz world. That corner is admittedly small, according to the flatted fifth factionalists, but its permanent and influential, and most importantly, it's paying off in a limited way as a commercial item.

Belles cut a summer and influence and the summer and the sum

in a limited way as a commercial item.

Riding out five years of critical controversy, bop is now anchored safely against the shifting winds of faddism. Like swing, it has not only developed a solid following in its wown restricted jazz circles, but is slowly permeating into the prevaling idlom of popular music. This, for the partisans of "progressive music," is proof enough that bop is no flop, but is here to stay in one form or another.

That bop, however, hasn't clear sailing from now on in is conceded by its adherents. Bop is still battling against the odds of its own queer monicker and the sensationalized publicity incurred by the thoughts, in many cases can't tell work of the collisis in the early years. Band bookers who, it's alleged by the boppists, in many cases can't tell etween a keyboard and a smorg-shord, shy strictly away from datag bop or semi-bop bands on grounds that have nothing to do with music. They've been scared by bop's connotation with beards, berets, bowtielsm and bandstand butfoonery. bowtieism and bandstand

berets, bowticism and buffoonery.

Reactionaries

Unsympathetic critics (called reactionaries" in bop's politiconusical jargon) have played up the tany aspects of the music's practitioners to hide their hostility to (Continued on page 63)

I'm Just Starting,' Says

Ethel Barrymore said yesterday (15) on her 70th birthday, "today I think that is a very silly remark.

think that is a very silly remark. I am just starting. At 70 years I feel younger today than I did, shall we say, 30 years ago. I hope to confinue my career, and can't think of a time that I don't hope to be active—not only in the theatre but in all fields, at least in Interest. I may be 70, but I don't feel it. I feel young."

Yesterday (15) 50 Metro exects and old friends gathered at the studio to help the actress celebrate. The cake had 70 cardices. Louis B. Mayer hosted, with Mayer, Billie Burke and Lionel Barrymore speaking. The studio gave her a fape recorder and silver tray. Mayer kudosed her as "one of the most forceful personalities in the acting world," expressing the opinion that "films would make her (Continued on page 63)

Strauss Nixes U. S. Visit

But Wants His Royalties

Garmisch, Germany, Aug. 16.

Richard Strauss, 85, famed of strauss, 185.

In National Arts Foundation, represented by director Carleton Smith, issued the invite. The composer recently returned from Stockholm. Zurich, and Salzburg, because so many opera theatres in Europe have been destroyed.

Composer is now trying, through legal action, to obtain release of royalties amounting to \$1,000,000 et his figure) which have piled up in the U. S. since 1939.

78 Plans TV Comeback

78 Plans TV Comeback
Giuseppe Creatore, one of Amerlca's top bandmasters, is planning
a comeback to the podium at the
age of 78 with an eye towards
working in television. He was
among the great names of a generation ago as head of Creatore's
Band which ranked with Sousa,
Conway and Pryor. Creatore's
name slipped out of the public eye
in the 1920s during the eclipse of
amusement parks and vaude by
films and radio.
Creatore came out of retirement

films and radio.

Creatore came out of retirement two years ago when he guest-conducted a concert at Randall's Island. N. Y. Recently returned from Italy, where he toured with his own opera company, Creatore plans to revive his band organization this winter which, he believes, will fit into the new sight values created by video.

Stars on Ayem Programs Now

The trend next season, on the basis of deals already set, will be toward development of network morning programming using major personalities. Inked for stanzas thus far, for example, are Eddie Albert. Buddy Rogers, Joe DiMaggio and Garry Moore.

The a.m. star fever has been inspired by the sock audience reaction to Arthur Godfrey, whose last Hooper (6.6.) for Chesterfield far outstrips any of the four webs' before-noon competition.

Tm Just Starting,' Says
Ethel Barrymore, Young At
70; M-G Helps Celebrate
Hollywood, Aug. 16.
Big Barrymore said vesterday
Hollywood and vesterday
Hollywood and vesterday
Hollywood Aug. 16.
Continued on page 56)

Strauss Nixes U.S. Visit

MANAGERS RAISE STORM-SIGNALS

By ARTHUR BRONSON

Strawhat trade this summer is marked by two things—strong biz and strong beefs. Coupled with good receipts are complaints about agents' greed, higher royalties, the bad effect of one or two stars' high pay on other salaries, rehearsal problems and name stars in general. Biz and beefs show a healthy condition, but the storm signals are raised.

raised.

Results of Variety's second an-Results of VARIETY's second annual survey of the summer scene, via a questionnaire sent to about 20 representative strawhat producers, shows business generally up over last summer, in some spots as much as 30%. Richard Skinner's Olney, Md., theatre claims biz up 30%; Westport (Conn.) Country Playhouse reports a 20% increase.

increase.

Richard Aldrich advises that b.o. at his Cape theatre, Dennis, Mass., is running 10% ahead of last season. At his new theatre at Falmouth, only 40 minutes from Dennis, Aldrich says he's discovered a new audience of approximately 5,000 persons a week and hasn't affected his Dennis following in any way.

anected his Dennis following in any way.

One or two managers admit trade is not quite so good this summer as last, attributing this to July's very hot weather. Several found conditions about the same as last season, with a strong June offset by a spotty July. Operating (Continued on page 58)

August Pickup

Record business has shown signs of picking up during the past week or 10 days. Sales executives have felt a slight surge which they point out is spotty, not yet general, but which they feel is indicative that the usual seasonal pattern is stirring. Prewar, the disk business was good through the winter, sloped off in spring, dipped in summer and began rising again about Aug. 15. Sales excess who have recently been out on the road assert that through conversations with dealers and distributors they are convinced that the fall and winter biz will come back strongly. This despite the continuing clash of vari-speed platters. Some teel that the cheaper recordings being put out by Victor, Decca and Columbia are going to take up a goodly portion of the sales slack.

D.C. Current

Radio's giveaway show impresarios have been doing a burn the past week.
They don't like the competition coming out of Washington on the deep-freeze giveaways.

See Pattern Set for Joint Anglo-U.S. Division of World's Film Markets

Florida Yens to Emulate

Riviera for Summer Biz
Miami Beach, Aug. 16.
Local hoteliers are fooking
askance at the socko business being done on the French Riviera and
are wondering why Miami can't
emulate the French idea and convert into a year-round operation.
Like Miami, the Cote d'Azur was
essentially a winter resort and to
this day many smart Parisians go
to Deauville on the Channel coast
rather than south to Nice, Cannes
etc. It has been the Americans who
have dominated into converting the
Riviera into a turnaway summer Riviera into a turnaway summer

This is sparking ideas among the Florida hotels to campaign for a parallel idea and keep the Yank dollars on these shores, particularily if they can get away with casino operations.

World's Fair in D.C.

Washington. Aug. 16.
Nation's capital may get a
World's Fair next year to celebrate the 150th anni of its founding, similar to the New York extravaganza held in 1939-40.

travaganza held in 1939-40.

House Appropriations Committee today (Tues.) reported out a bill devoting \$3,000,000 towards financing of the Sesqui-Centennial celebration. Plans for the fair have been in work for some time but have been held up by the reluctance of the Senate to okay the House's vote. President Truman stepped in last week to push the measure and it is expected now that the Senate will go along with the House bill.

Celebratlop, provided the bill

the Hovse bill.

Celebratlon, provided the bill passes, will open April 15, but it is believed that all the buildings and concessions, which together will be named "Freedom Fair," may not be ready by that time. Historic pageant to be scripted by Paul Green for an amphitheatre on the fairgrounds will not be ready until June 15, however, so it is expected that the amusements and recreation centre on the grounds will be open for business by that date.

Legion's Anti-Commie Resolution for H'wood

Hollywood, Aug. 16.
American Legion, at its 31st annual convention at Long Beach Monday (15), drafted a resolution urging studios to "fire all known or proven Communists, or members of fellow travelers' groups."

Veterans' organization pledged lts assistance in upholding "Amer-ican ideals" on the screen.

DIVISION OF WORLD'S Film Markets

Norida Yens to Emulate
Riviera for Summer Biz
Miami Beach, Aug. 16.
Local hoteliers are looking kance at the socko bushness beging done on the French Riviera and the wondering why Miaml can't mulate the French idea and concert into a year-round operation. Rike Miami, the Cote d'Azur was issentially a winter resort and this day many smart Parisians go Deauville on the Channel coast after than south to Nice, Cannes to. It has been the Americans who are dominated into converting the liviera into a turnaway summer keep the Yank collars on these shores, particularly if they can get away with casino perations.

World's Fair in D.C.

On Its 150th Anni

Washington, Aug. 16.
Nuction's capital may get a lord's Fair next year to celerate the 150th anni of its founding, similar to the New York exavaganza held in 1939-40.

Biggest Anglo-American joint production program in the history of the 1949-50 season as the answer to currency barriers raised because of Britain's continuing crisis.

Momentum for numerous film-making ventures in England, both with the J. Arthur Rank forces and indie producers, has built up during the current week. Both the British producers and American making ventures in England, both with the J. Arthur Rank forces and inge the current week. Both the with the J. Arthur Rank forces and annerican making ventures in England, both with the J. Arthur Rank forces and inge the current week. Both the making ventures in England, both with the J. Arthur Rank forces and American making ventures in England, both with the J. Arthur Rank forces and inge the current week. Both the British producers, has built up during the current week. Both the with the J. Arthur Rank forces and American making ventures in England, both with the J. Arthur Rank forces and inge the current week. Both the J. Arthur Rank forces and inge the current week. Both the With the J. Arthur Rank forces and inge the current week. Both the J. Arthur Rank forces and inge the current week. Both the With the J. Arthu

Mary Pickford Seen In Active Video Role (But Not Acting) in Move East

Not Acting) in Move East

With Buddy Rogers set to sign a combined radio-television contract this week with ABC for shows that would originate in N. Y., it is believed certain that he and Mary Pickford his wife, will move from Hollywood to Manhattan permanently. That would require their closing their Pickfair home on the Coast, one of Hollywood's show-places, for the first time since it was built by Miss Pickford and her late husband, Douglas Fairbanks, 29 years ago.

If the couple moves east, it's expected that Miss Pickford, besides taking a much more active interest in United Artists, of which she is co-owner with Charles Chaplin, will also take an active role in video. (She has an application jending for three Carolina stations.) While she will not do any TV acting, it is possible that (Continued on page 61)

Channel Swimmer's P.A.'s

Channel Swimmer 3 F.A. s
Shirley May France, currently
in England waiting for the right
weather in which to attempt her
swim of the English Channel, will
make a personal appearance to
when she returns to the U. S.
Robbins Bros., New York agents,
are handling the booking arrangements for the 17-year-old girl.

Iron-Man Jolson Whams New York In 'Live-Trailer' Swing of Loew's Circuit

Al Jolson, whose impact with "The Jazz Singer," pioneered the transition from silents to talkers, Own Idea of "The Company" transition from silents to talkers, appropriately enough trailblazed a new kind of "living trailer" with a series of six-in-one-nighters he did in the Locw's mctropolitan New York theatres last week. In playing six houses per night, for three nights (Wednesday, Thursday and Friday), starting at 8 p.m., and traveling with a police convoy to make timetable connections, Jolson literally proved himself the iron literally proved himself the iron man of show business.

One by each, Loew's and Columbia executives fell by the wayside, but Jolson came up the following night to do his two to three, and occasion, four songs in each cneatre. Seasoned showmen and newspapermen, making the rounds with Jolson, to a man observed, "You couldn't picture this until you actually made this tour as we did."

did."

The physical drain in battling teeming thousands at each theatre staggered many a younger man. For Joison it served as a tonic. Picture company people, tradepress, the lay press, the Life photographers, et al., found themselves dragging after the second or third show, but with Joison, for his topper-offer at Loew's Pittin, in the Brownsville section of Brooklyn, it worked in inverse ratio—there he threw in a couple of extras, including a traditional Yiddish doggerel, ad libbed with the customers, etc.

Here was the "route" as this reporter played it Friday (12) night: Triboro, Astoria, 8 p.m., and then in half-hour intervals, almost on the nose, followed the Prospect, Flushing; Valencia, Jamaica; Gates, Premier and Pitkin, all Brooklyn. Flanked by squad cars front and aft, utilizing both a Grand Central Parkway convoy car and one from the N, Y, Police Dept., so as to The physical drain in battling

aft, utilizing both a Grand Central Parkway convoy car and one from the N. Y. Police Dept., so as to insure familiarity with the maze of Queens-to-Brooklyn streets, the crackerjack Loew's Theatres publicity department ran things like a well-oiled machine. Just to make sure. Loew Theatres execs Oscar A. Doob, and Eugene Picker were (Continued on page 61)

TODD DICKERING SCHNOZ COMBO FOR N.Y. VAUDER

Hollywood, Aug. 16.
Mike Todd left for New York
Monday (15) following incompleted
negotiations for the appearance of
Clayton, Jackson and Durante for Clayton, Jackson and Durante for four weeks in Todd's contemplated "Two a Day" at the Winter Gardena N. Y., this fall. Todd, who has been in Hollywood for the past week, plans getting Ethel Merman with Cole Porter at the piano, Jack Cole Dancers, and some imported yaude acts to fill.

with Cole Porter at the piano, Jack Cole Dancers, and some imported vaude acts to fill.

Durante is also waiting before final acceptance to absorb part of the expense of the Stransporting radio troupe with him while in the east.

Withstanding the sudden neatwave. Cole Manners and the fact that comic would have to transcribe his proposed new radio show with a story instead of a gag basis. Another hurdle is whether the Esty Agency will allow Durante to stay east He'll immediately go Into re-hearsal in Lillian Hellman's play, order to play the Copacabana nitery in November.

Durante is also waiting before final acceptance to see if Todd can arrange with the Esty Agency with Dame Edith Evans, opens in the World Aug. 29.

154 West 46th Street

Own Idea of 'The Chase'

Own Idea of "The Chase'
Rome, Aug. 9.
Ingrid Bergman and Roberto
Rossellini, returned from Stromboli where they completed scenes
for "God's Earth," are giving newspapermen a dizzy runaround in
Rome. Miss Bergman, who was
whisked into the city in Rossellini's new speedcar, is in strict
hiding shifting around various
apartments belonging to the director's family. Joseph Steele, handling public relations for the actress, has been handling all queries
concerning her picture plans,
divorce, marriage, etc.
Hedda Hopper, who planed to
Rome last week, has been the only
U. S. reporter to get near Miss
Bergman. The Hollywood columnist, however, Is leaving for a
swing around Italy and may wind
up in Morocco to visit Orson
Welles. Rossellini, is preparing to
complete "God's Earth" for RKO
at the Cine-Citta studios here.

Burns & Allen Click At Palladium; Benny's Surprise Personal

Durprise Personal

London, Aug. 16.

Despite a 15-year absence, comedians Burns & Allen scored heavily before a nostalgic-minded audience at the Palladium Monday (15). Whetting the customers' memorics by their funmaking, the couple climaxed their comic routines with a minuet dance from the 13-year-old Paramount film "College Holiday." On the latter sequence they were supported by zany Ben Blue.

Highlighting Burns & Allen's Palladium return was the surprise appearance of Jack Benny at the opening day's performance. Motivated by sentiment, the star flew some 6,000 miles to sit in at the preem. He made an impromute

some 6,000 miles to sit in at the preem. He made an impromtu speech and was only allowed off-stage after promising he'll return next year with Mary Livingstone and Phil Harris. Now in the CBS fold, Benny huddled in Paris with the net's board chairman William S. Paley before planing back to the Coast.

Coast.

Balance of the Palladium show was a brisk potpourri with Blue standing out via his comedy and dancing. Count Leroy, from Harnold Steinman's "Skating Vanities" at Wembley, wowed 'em with his roller routines while the Three Rudells were appreciated in their comedy offering. Withal, the headiners look a cinch to pack in trade in their fortnight's stay notwithstanding the sudden heatwave.

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375th WEEK!
3,822 Performances
All-time long run record in the
legitimate theatre.

KEN MURRAY'S

"BLACKOUTS OF 1949"
Completes 7-year run El Capitan
Theatre, Hollywood, August 27.
OPENS Ziegfeld Theatre, N. Y.,

EDDIE CANTOR OKAYS PALLADIUM FOR 1950

Eddie Cantor gave Val Parnell and Harry Foster an OK for next summer at the Palladium, London. The managing director of the and Harry Foster an OK for next summer at the Palladium, London. The managing director of the British vaudeville flagship and the Foster's agency head met the comedian in Cannes, on a flying trip two weeks ago, to get his tentative acquiescence, depending on radio, TV or other committments. Cantor will bring to London a departure for American comedians—a kneaded show, which he'll break in first in America. Working with and into the other acts is a novelty for Londoners who haven't seen the emcee style of integrated performance.

Incidentally, Cantor turned down a percentage bid from Bill Miller for the Riviera, Jersey roadhouse, which could have netted the comedian "almost 355,000 if you do the same amount of business Tony Martin did." This was over \$70,000 gross.

Brisson Proving Terrif B.O. Draw in 1st Concerts In Denmark in 20 Years

In Denmark in 20 Years
Copenhagen, Aug. 9.
Carl Brisson hasn't performed in Denmark since he left 20 years ago. But his popularity here is so strong, that it was impossible for him to refuse when Skandinavisk Koncertdirektion asked him to give two concerts at the big K. B. Hallen (4,500 seats), sponsored by Denmark's two biggest newspapers, Politken and Berlingske Tidende. The success of Brisson's one-hour autobiographical program over the Statsradiofonien had shown the singer, than even if he sang mostly American hit songs, the Danes loved him anyway.

The sum offered to Brisson is said to be the biggest ever paid in Denmark to a solo performer. In two hours all seats were sold to the first two concerts, (Aug. 24-25) and therefore there will be two more, Aug. 26 and 29.

Brisson will sing all his old and new song hits, both from England and Annerica, as well as some Danish numbers. Teddy Petersen, Statsradiofonien's dance band director, will lead a big orchestra at the concerts. When Brisson concludes his Palladium engagement in London, he'll return to Copenhagen.

Before he goes to New York in September, Brisson will sing "Song of Copenhagen" for the Danes from the balcony of the old city hall on Copenhagen's for the Danes from the balcony of the old city hall on Copenhagen's for the Danes from the balcony of the old city hall on Copenhagen's largest square, Raadhuspladsen. Never in the history of Danish show business has any performer been feted as Brisson has this summer. He and Cleo Brisson will probably

the history of Danish show business has any performer been feted as Brisson has this summer. He and Cleo Brisson will probably take a holiday in Denmark next year, too—and this time together with their son, film producer Fred Brisson and his wife, Rosalind Russell.

Brisson's '50 Brlt. Tour
London, Aug. 10.
Despite Val Parnell and Cissie
Williams wanting Carl Brisson to
start a tour for Moss Empires immediately after his two weeks' topping the bill at London Palladium,
Brisson was compelled to turn
down the offer as he is due to open
at the Coconut Grove, Los Angeles,
Nov. 1.

Ambassador's Daughter

Set for Berlin Play
Salzburg, Aug. 9.
Rosemary Murphy, daughter of
U. S. Ambassador to Germany
Robert D. Murphy, starts rehearsing in Berlin for local debut Aug.
16 at Schloss Park theatre. Play
is "Wir Armen Erden Burger,"
translation of French play by
Jacques Duval. Miss Murphy plays
part of an English governess.
She received tremendous publicity in Germany recently in connection with her first film, "Der
Ruf" ("The Challenge"), written
and directed by Fritz Kortner.
Russian magazine, Soviet Art, criticized her for making it.

H'wood Can Rest Easily: **New Paris Fashions Seen** No Threat to Pic Backlog

By LUCETTE CARON

Paris, Aug. 9.
What has been seen so far of
the fashion shows can permit
Hollywood to breathe easily.
Whatever changes so far are immaterial, so that completed prod-uct does not look dated. All back-logs can be considered as good as

logs can be considered as good as new.

If Paris is to retain positive supremacy in fashions, however, the couturiers here will have to watch their step. Apart from American opposition (and American visitors are considerably influencing the designers here) there are other sources competing for Illuencing the designers here there are other sources competing for the trade of the smartly-dressed woman. Vienna is not yet making its influence felt, but London is now working hard. An English firm is even competing with firm is even competing with Parislans on their home ground by sending hls own models and hold-ing a fashion show at the Plaza-

Athenee.

The fact that Paris couturiers are hiring more and more American models to show their dresses is proof of their desire to have them shown to best advantage in the eyes of American buyers.'

No more buxom women

eyes of American buyers."

No more buxom women, says
Christian Dior. The 1950 "Middle-of-the-century" belle will be
casual, daring and boylsh, like the
heroines of the silent pictures. No
hips, no breasts, a close-cropped
hurricane haircut. She will wear a
sheath slit up to the knees.
Both Dior's and Jacques Fath's
premieres opened with their traditional glamour. The midinette
strike had added a dramatic touch,
but not one gown showed signs of

tional glamour. The midinette strike had added a dramatic touch, but not one gown showed signs of it, and members of the staff hid traces of sleepless nights. Parislans on their holidays in Deauville or in Cannes week-ended back to town to applaud Dior and Fath—and, of course, all the international press and foreign buyers were there in greater number than ever. Fath's illuminated garden was like a stage setting and women—almost all sun-tanned — looked strangely beautiful in that light. The mannequins were at their best . . and knew it. Mrs. David Bruce, wife of U. S. Ambassador in (Continued on page 56)

Mussolini Biopic May Be Done By Arg. Group

Be Done By Arg. Group

Lisbon, Aug. 9.

Life of Benito Mussolini would be reprised on the screen by an Argentine producing organization, it's reported in local film circles. Dictator's widow, Rachele, is said to have been approached to write the script and supervise the production. Vittorio Mussolini, son of the onetime Italian dictator, and now an Argentine resident, assertedly is interested in the venture.

Presumably Signora Mussolini's screenplay would be based upon her memoirs which have been published in book form and also have been run by a number of Spanish dailies in serialization. Her personal narrative, incidently, served to dull the marketability of a book written by the mother of Mussolini's mistress. As told to a Spanish reporter, the tome was titled "Memoirs of Clara Petacel, the Girl Friend of Mussolini." Meanwhile, a report that Italy's former foreign minister, Count Dino Grandi, had written a script for a Mussolini biopic and would supervise its Hollywood production, was denied emphatically by the diplomat. In cabling his disavowal here from Sno Paulo, Brazil, Grandi declared "all news relating to my collaboration to a picture about Mussolini being made in Hollywood is pure invention."

Set for Berlin Play Trumbo, Lawson Reprise Reasons For Refusing Info

Washington, Aug. 16.

Dalton Trumbo and John Howard
Lawson told the Supreme Court
last week that they were on firm
ground in refusing to disclose political and labor union affiliations
to the House Un-American Activitles Committee.

Asking the tribunal to take jurisdiction and hear appeals from
guilty verdicts for contempt of
Congress, they contended further
that a quorum of the Committee
was not present when they testified
and that the trial courts had been
guilty of numerous errors.

Theirs, they contended, were the
first cases of their kind ever to
come up to the Supreme Court.
Both were convicted and are subject to a year's Imprisonment and
\$10,000 fines. Their convictions
have been upheld by the U. S.
Court of Appeals herc.

The other eight "Unfriendly Witnesses" have agreed by stipulation
to be bound by the final rullings in
the Lawson and Trumbo cases,
rather than to go to trial themselves on the same charges.

Lawson was found guilty on one
count—refusal to tell the House
Un-American Activities Committee
whether he was, or ever had been,
a member of the Communist Party.

His petition and brief, a 111-page
document, covered this matter.
Trumbo was found guilty on two
counts—refusal to state whether
he was a Communist, and also refusal to say whether he was a member of the Screen Writers Guild.
Trumbo's 35-page brief adopted the
arguments given In the Lawson
brief and devoted Itself entirely to
points dealing with membership is
unions.

"The instant case and its com-

prier and devoted itself entirely to points dealing with membership in unions.

"The instant case and its com-panlon, Trumbo v. United States," said the Lawson brief, "are the first (Continued on page 61)

New Kind of 'Applause'; Audiences at Drive-Ins Give Acts the Klaxons

Give Acts the Klaxons

Nashville, Aug. 16.

Drive-in theatres may provide the next major vaude circuit. Idea has already been tested by Bradley Kincaid, hillbilly singer from WSM here, with an in-person draw at open-alrer in St. Mary's, Ohio, recently. Turnaway business resulted, but at the same time an entirely new set of audience more had been uncovered.

Kincaid and his country crew found no stage facilities. Consequently they did their show from the roof of a concession stand. The audience realized that, because of the vast distances in the drive-ins, applause wouldn't register to the performer, so they honked their horns to show appreciation for a number or a gag.

Kincaid played that stop on a guarantee and percentage basis. Because of the success of this initial venture in this field, he's lined up a series of drive-in dates in Ohio.

\$80-PER-HEAD RIVIERA 'BENEFIT' A BIG BUSTO

By MARGARET GARDNER
Cannes, Aug. 16.
One of the most expensive and elaborate flops of the season took place Aug. 11 at the Palm Beach Casino in Cannes, on the occasion of the Bal Des Petits Lits Blancs (The Ball of the Little White Beds), the most heraided and publicized social event of the entire year in France.

the most related to the entire year in social event of the entire year in France.

This charity affair, which since 1921 has been a "must" for the moneyed and aristocratic Europeans, has yearly contributed its profits to the upkeep of hospital beds for the tubercular youth of France. Normally it is given in the fall in Paris, but this year it was decided to give it in Cannes during the height of the summer season. It was a great mistake.

The 700 in attendance who paid \$80 each to enter will long remember the evening for its inefficient organization, badly directed entertainment, lack of "ambiance," and poor taste in extracting money.

For one month preceding the (Continued on page 46)

'49 NET DIPPING TO \$50,000,000

20th's New Sales Policy Paying Off OFF \$10,000,000 With \$100,000 More Rentals Per Week

Twentieth-Fox's new sales policy is paying off handsomely for
the company with just the results
hoped for—increased film rentals.
Veepee Al Lichtman declared this
week that 20th is now deriving an
average of \$100,000 more per week
in rentals than it did at this time
last year. As a result, the comany expects its current distribution earnings to be the best since
the peak postwar years.
First intimation that the system
was working successfully was made
several weeks ago by sales veepee
Andy W. Smith, Jr. Asserting the
results proved that exhibitors favored the new policy, Smith said
at the time that 20th had 11,455
more contracts on A features than
during the same period in 1948 and
21,695 more bookings. Lichtman
declared this week that the policy
generally has proved successful,
adding that "we don't contemplate
any more changes at this time."

With the exception of the payoff in increased rentals, 20th has
not yet completed its study of
which of its suggestions the exhibs
have taken. Plan called for theatre operators to have their choice
of buying film on percentage or
flat rental deals, but no statistics
are yet available on how many
made the switch. Plan also called
for 20th to try convincing smalltown exhibs to book A pictures on
weekends instead of the standard
fare of westerns and Bs. Results
of that phase of the campaign also
have not yet been divulged.

Very fact that the number of
playdates has been increased
means that exhibs have accepted
the policy, according to 20th
spokesmen.

Hughes Feels Contracts Not Necessary Between RKO and Its Personnel

There will be no more contracts for execs at RKO. That's the word that has seeped down to company officials from controlling stock-holder Howard Hughes. Hughes himself recently entered into a pact with the studio as production chief, but assertedly has edicted there shall be no other contracts handed out because he doesn't believe in them.

them.

Those execs now holding tickets will have to work without them after they run out if they want to continue with the company. Sid Rogell, who has functioned as studio chief since Hughes took over more than a year ago, is among key officials who are now without pacts. His contract expired recently and Hughes refused to give him a new paper, although inviting him to stay on indefinitely.

Hughes' stand is that a contract sunnecessary. If there is a divergence of views or dissatisfaction with an exec, he doesn't want to have his hands tied in getting rid of him. On the other hand, if an employee is not pleased with the company, Hughes' belief is that he shouldn't be obligated by a contract to remain. Those execs now holding tickets

NICK SCHENCK'S LOEW PACT EXTENDED 5 YRS.

Nicholas M. Schenck's employment contract as president of s, Inc., has been extended for an added five-year period. Under recent action by the company's board. Schenck's new ticket willi expire Dec. 31, 1954. Prior to the board action, his old one would have ended at the close of the cur-

All terms and provisions of the present contract will apply for the additional five years. His salary is set at \$13,714 yearly plus 2½% of net profits on a formula fixed by his present deal. Schenck's cut in profits during fiscal '48 amounted to \$94,121.

Balaban Due Back 30th

Balaban Jue Back Juin

Barney Balaban, Paramount's president, is due back in New York Aug. 30 from his current European trip. Mrs. Balaban and their two youngest children are expected to sail from Italy next week.

Y. Frank Freeman, Paramount studio exec who has been pinchhitting at the ho. for Balaban in his absence, heads for the Coast this week. He will stay in Hollywood only a few days before planing for Chicago to attend the industry public relations meet at the end of the month.

20th's Bid to Buy Into Canadian Odeon Co. Cold

London, Aug. 16.
J. Arthur Rank has turned down
the proposal made by Spyros
Skouras, 20th-Fox prez, for the
purchase of a half-interest by 20th
in Rank's big Odeon circuit in Canada, it has been authoritatively
learned. Rank nixed the deal before Skouras left England for
France.

fore Skouras left Engiand for France.

A slight possibility remains for Skouras to obtain a minor interest in the 150-theatre chain in return for dollars and an assured supply of 20th's product. That interest, however, would not exceed 20% tops. Any deal of this nature would necessarily involve the payment of dollars since the Bank of England would not approve the sale of overseas assets for frozen currency.

sale of overseas assets for frozen currency.

In the wake of Skouras' huddles with Rank, it has been learned that the idea of buying a big slice of the Odeon chain was entirely that of the 20th prez. Rank made no overtures in the direction of a sale but agreed to listen to the

(Continued on page 24).

COHNS, GRANTS RETURN FRIDAY FROM EUROPE

Columbia prexy Harry Cohn and attorney Arnold Grant will arrive in New York from Europe Friday (19) on the Ile de France. They have been away on a combination business-vacation tour for the past

Cohn will remain in New York until Monday (22) night, bringing himself up to dote on the com-pany's affairs, before returning to the Coast by air. Grant, who is a member of the Col board and the Coast by air. Grant, who is a member of the Col board and has many filmite clients, is expected to remain at his New York office for several weeks, then head for the Coast for business there. Al Jolson is remaining east to huddle with Cohn before heading west this weekend.

Pickford, Chaplin Both East—But Not on UA Biz

Both United Artists owners Mary Pickford and Charies Chaplin are currently in New York, but the twosome apparently are on domestic affairs and not UA business. Chaplin is in Gotham on his way to attend a peace conference in My E presence in N. Y. is because "Oona (Mrs. Chaplin) wanted to shop." Miss Pickford came in to join her husband, Buddy Rogers, east on a radio-TV contract. Neither attended the UA board meeting held yesterday (Tues.). Conclave was one of the longest sessions in months, iasting from early morning until late in the day.

FROM '48 TAKE

The big toll exacted by the spring boxoffice slump on the industry's profits is first becoming apparent in the shape of major company net and gross revenue reports released to the public or filed with the Securities & Exchanges Commission. While the returns are not uniformly bad, inroads scored against profits during the May and June record postwar slump proved heavy enough to affect the entire year's take of the industry.

slump proved heavy enough to affect the entire year's take of the industry.

Consequently, with the figures now becoming available, a revision in estimates of the industry's profits for fiscal '49 is under way. It is likely that the seven majors (United Artists excepted) will not equal the \$60,000,000 take of '48 as previously predicted. Industry insiders are currently fixing their sights on a \$50,000,000 total.

Downward revision is given impetus by the latest SEC report filed this week by RKO. Company discloses that its gross for the three months ended July 2 totalled \$21,900,000 including \$2,605,000 in income from non-consolidated foreign subsids. That figure represents a sharp tumble from the \$27,100,000 garnered during the first three months. It is \$5,000,000 (Continued on page 22)

(Continued on page 22)

Banks Help U Ease Some of the Load

Universal has won an agreement from the three banks backing it which permits a substantial reduction by U in the amount of readily convertible assets to be held by the company. Under the modification in the terms of the \$8,500,000 loan made to U, the company need not hold more than \$19,500,000 in net quick assets as against a previous \$22,500,000 figure. Banks agreeing to the easing of terms are the First National Bank of Boston, the Manhattan Co. and Guaranty Trust Co. of N. Y.

Net quick assets are defined as

hattan Co. and Guaranty Trust Co. of N. Y.

Net quick assets are defined as cash, Government bonds, unamortized films, scenarios and story rights. The \$22,500,000 figure was

(Continued on page 24)

Meyer-Fox-Work Grant Hughes Week's Delay on RKO Stock Bid

Selznick Buys ½ Farrar

Deiznick Duys 7 Farrat

London, Aug. 16.

Michael Poweil and Emeric
Pressburger (Archer Films), who
have David Farrar under three
years' personal contract, calling
upon him to make two pictures per
year, have sold 50% of their contract to David O. Selznick.

Deal calls for one ple per year,
to be made in Hollywood, with
first pic to start shooting in the
fall. Contract involves Selznick
in around \$250,000.

around \$250,000.

Ask Chi Confab To Sidestep Any *'Controversies'*

Metropolitan Motion Picture Theatres Assn. yesterday (Tues.) made an open appeal to Ned E. made an open appeal to Ned E.
Depinet, RKO prez who chairmans
the Motion Picture Assn. of America's public relations committee, to
keep the forthcoming Chicago
meet's agenda free of controversial
subjects. The appeal throws the
spotlight on the tug-of-war currently being staged over National
Ailled's "Finneran plan" which
seeks to bar stars from pictures
once convicted of moral indiscretions.

MMPTA by its letter to Depinet
(Continued on page 6)

Brevity RKO Rule

Brevity ANU Rile

Brevity, once known as the soul of wit, is the slogan at RKO where the average running time of pictures, since Howard Hughes took over control of the studio, is 68 minutes, slightly more than the average western, which runs about an hour.

Longest picture under the Hughes regime is "It's Only Money," running 85 minutes. "The Bail Bond Story" was timed in 78 minutes, "I Married a Communist" in 75, "The Big Steal" in 71 and "Make Mine Laughs" in 63.

Stanley Meyer-Matty Fox-Cliff Stanley Meyer-Matty Fox-Cliff Work syndicate has granted Howard Hughes a week's extension from Monday (15) to accept their bid of \$6 a share for his controlling stock in the RKO theatre circuit, it has been learned. This is the second extension they have given, previous one having been five days

second extension they have given, previous one having been five days from last Wednesday (10).

Agreement for the latest delay was made in a session between Hughes and Meyer on the Coast over the weekend. While the RKO owner did not indicate why the extensions were desired, he said that he has no offers but the present one for purchase of his theatre interests.

ent one for purchase of his theatre interests.

Meyer-Fox-Work combo placed \$1,500,000 in escrow about three weeks ago as an earnest of their bid in an agreement with Hughes. This was in the nature of a deposit against the total price of \$5,575,000 for the approximately 920,000 shares Hughes holds.

Under an option agreement with Floyd Odlum's Atlas Corp., entered into when it soid its controlling interest in the RKO parent company to Hughes about 15 months (Continued on page 24)

Rank Trims Prod. Costs 45% Via Salary Savings, 333% Economies: St. John

J. Arthur Rank's filmmaking costs in the coming season will be down some 45% from the 1948 level when the British producer's organization went all-out to meet quota demands, according to the estimate of Earl St. John, one of Pank's top, productor were and estimate of Earl St. John, one of Rank's top production excess and joint managing director to Two Cities Films. His estimate is predicated on a 10% negative cost saving from the recent salary cuts imposed by the British Film Producers Assn. plus 33½% reduction already put through by economy measures.

St. John, currently in the U. S., sees no strong opposition from (Continued on page 24)

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DAILY VARIETY
(Published in Hollywood by
Daily Variety, Ltd.)
\$15 a Year—\$20 Foreign

Vaudeville

National Boxoffice Survey

Cool Wave Lifts Biz — 'Lining' Moves Up to First Place; 'Summertime,' 'Joe Young' Next Best

Break in hot weather in numerous key cities covered by VARIETY, especially in important communiespecially in important communities of eastern section, is helping
biz over the country this week.
New product launched in the last
10 days, however, is not proving
as satisfactory as hoped for. Several cities had to weather heavy
rains on three successive days but
continued mild temperatures obviously are being felt favorably at
garner
teeoff.

seventh with "Lost Boundaries"

seventh with "Lost Boundaries" (FC) pushing up to eighth.
"Neptune's Daughter" (M.G) is winding up ninth while "Home of Brave" (UA) is taking 10th-place money.
Best runner-up pix are "Any Number Play" (M.G) and "Not

Number Play" Wanted" (FC).

www.product launched in the last 10 days, however, is not proving as satisfactory as hoped for. Several cities had to weather heavy rains on three successive days but to continued mild temperatures obviously are being felt favorably at boxoffice.

"Silver Lining" (WB) is pushing back on top after dropping down to third last stanza. It is mosing out "Good Old Summertime" (M-G) for top money, although the Metro opus, champ last session, is a strong second-place winner.

"Mighty Joe Young" (RKO), yetting much additional playing time this session, is crashing the through to third position. The King Kong sequel is nice to ters, rific, being standout or tops in two ykeys. Fourth spot goes to "You're n My Everything" (20th).

"Fifth place is being captured by "Great Sinner" (M-G), which did not measure up to hopes on initial playdate in N Y. Sixth slot is best mainly on sheer weight of extensive bookings, since highly is disappointing in numerous locations. "Great Gatsby" (Par), which also has failed to measure up to original hopes, is finishing

CHILLER-KILLERS AT HIS 'HOUSE OF HORROR' (N. Y. RIALTO) TAME COMPARED TO GERMANY

(Former Exhibitor, Chief of Motion Picture Branch, Information Services Division, Office of Military Govt. for Germany)

adult population at that time of at least 140,000,000.

Under these untoward conditions, the Mayer mission is coming

Munich, July 19,

Munich, July 19.

A few days ago, I asked a man in Berlin, if there were another war, who he thought would win it. "Why should I worry," he answered, "what I am trying to find out is who won the last one." That, indeed, is the burning question in Germany today. All over we see former Nazis creeping or, to be more accurate, leaping back into positions of power. In Bavaria alone 83% of the judges and 81% of the court prosecutors are said to be former party members. My chauffeur, who was a Communist when he was 17, and is a fighting liberal not only now when it is comparatively easy, but during the war when he went to a concentration camp rather than serve in the Nazi army, cannot drive a car for military Covernment, but an admitted former Nazi holds a good jcb with EUCOM 'European Command to you' in Heidelberg.

More and more nostalgic devotion to the "good old days" is

mand to you) in Heidelberg.

More and more nostalgic devotion to the "good old days" is
openly expressed. At a public
gathering a well tanked German
said: "They grudged us our wealth.
We have always been the ablest
people on earth. For this reason,
we have produced the most and
the best goods, and then, when the
others thought their prestige was
endangered, they dragged us into
war. Today, we can clearly see,
that they are trying to destroy the
German people." Not long ago,
driving through a rural region I
actually saw a vehicle with a
rudely drawn Nazi emblem on the
bumper! I was rather rude about
it.

tt.

West German industrial production, as some Military Government apokesmen take great pride in announcing, after surviving the heaviest bombing of history, has now achieved 87% of its 1936 level. Spiritually and mentally, however, the Germans, after surviving the greatest barrage of democratic propaganda of all times, are exactly 100% where they were prior to the war.

Incredible People

Incredible People

Incredible People

Frankly, they are an Incredible people. They adore Bach, Beetheven and the beauties of nature and are nauseatingly obsequious to their supposed superiors and overbearing to their supposed inferiors. Thrift, diligence and cleanliness are prevalent, but so are brutality and sadism. They are intensely patriotic and resentful of Allied domination and at the same time singularly apathetic. Not a single member of the Occupation Forces has been assassinated for political reasons. They are boastful and full of self pity. Recently we completed a documentary entitled "Two Cities." It shows scenes, which had been smuggled out of the Russian zone, of the desolation and misery of Dresden and compares them to the material progress and improved housing conditions of Stuttgart protested. They did not want their city to be admired for its reconstruction but to be sympathized with for its destruction. They are kind to little children and old people, suspicious of all foreigners including Germans from thized with for its destruction. They are kind to little children and old people, suspicious of all foreigners including Germans from other sections, and yield implicit unquestioning obedience to whomever is in authority. Last week we had a severe fire at Geiselgasteig. When the firemen arrived we had trouble to persuade them to run the hoses straight from their engines across the lawn, on which were signs "keep off the grass." During the conflagration beer was freely served to fire fighters perched precariously on the roof and ladders. They love not only beer but potatoes, football, choral singing and lampshades made of human flesh.

Practically no Jews will remain in Germany by the end of this year, but the malady of anti-Senitism lingers on. Everyone, who comes to me for a license takes one good look at me and begins to tell how, during the Naziregime, he hid and fed a Jewish family. If there were 70,000,000 Germans prior to the war, my reports would indicate a Jewish

Under these untoward condi-tions, the Mayer mission is coming to an inglorious end. Between my bad German and the bad Germans, had definant and the bad definants, Army brass and motion picture industry brass, Mayer brashness has done a Durante nosedive. Within the next few weeks I will bid the fatherland a far from fatherly farewell and return to

bid the fatherland a far from fatherly farewell and return to 42d Street and Broadway, which in my ignorance of foreign customs I used to refer to as the "double-crossroads of the world."

Actually I outlasted General Clay by a few months and have seen the first days of the McCloyment. as the new regime is called. For the time being, Germany is a no-man's land. I am not referring to the fact that there are four women to every three men, but to the impending discontinuance of Military Government and the assumption by the State Dept. of whatever authority has not been relegated to the Germans. We are now busily engaged in giving the country back to the Indians. I beg pardon, I mean the German who, clad in brown shirts, did a better job of scalping and burning than any redskins in history. I have a recurring nightmare that "Continued on page 20)

Arbitration Hearings On \$11,700,000 French Film Coin Finally End

Testimony by Warner Bros. v.p. Sam Schneider yesterday (Tuesday) wound up arbitration hearings on the divvy among U. S. majors of \$11,700.000 in French coin. Proceedings before arbitrator Will H. Hays concluded just one day short of a year from the date that company prexies voted to arbitrate the dispute. Thousands of pages of testimony, filling many volumes, have been taken, making the proceedings one of the longest on record in the industry.

Arbitration has found Warner Bros., Paramount and United Artists (known as the "overage" companies in the hearings) aligned against RKO, Metro, Universal and Columbia (the "underage" companies). Involved are \$800,000 claimed by WB, \$200,000 claimed by WB, \$200,000 claimed by WB, \$200,000 claimed the WB, \$200,000 claimed the WB, \$200,000 claimed the WB, \$100,000 claimed by United Artists. 20th-Fox was originally aligned with the three overage companies, but has shifted its position somewhat during the hearings.

Dispute is over coin which France allowed the majors to remit for the period from the end of the German occupation until Jan. 30, 1947. When an attempt was made to divvy the lump sum, it was dis-

for the period from the end of the German occupation until Jan. 30, 1947. When an attempt was made to divvy the lump sum, it was discovered that the underage companies did not have on hand a sufficient number of frozen francs to equal what they would be entitled to remit under the agreement. They had used the money, when they thought it was frozen, for filmmaking and real estate purchases.

In order not to leave the money in France while the argument on the divvy was going on, a tem-porary truce was reached and the coin transmitted to the U. S. and placed in escrow. Battle then coin transmitted to the U. S. and placed in escrow. Battle then started all over again, with the underage companies demanding that the money be divided strictly on the basis of each company's gross billings. Overage companies claimed that by such an arrangement the underage distribute. claimed that by such an arrange-ment the inderage distribs would be getting the same money twice, since they had already used part of what they were now claiming. Par, WB and UA wants a settle-ment on the basis of gross billings minus the equivalent of the frozen francs used by U, RKO, Col and

Levin Subs Vidor

Hollywood, Aug. 16.

Hollywood, Aug. 16.
Columbia has assigned Henry
Levin to direct "The Petty Girl,"
replacing Charles Vidor, who was
originally assigned to the job.
It's getting to be a habit with
Levin, who is pinch-hitting for
Vidor for the third time. The
other two occasions were "The
Gluit of Janet Ames" and "The
Man from Colorado."

Mayer's Israeli 0.0.

Israel is an exhibitor's paradise, according to New York theatreman and distributor Arthur L. Mayer, who has just finished a 10-day tour of the country. In surveying the nation's situation, he was particularly impressed with the fondness of Israelis for cinema entertainment.

ment.

However, in order for local operators to realize a maximum amount of business, Mayer pointed out that key houses should stress comfort and airconditioning. Mayer who is quitting his post as chief of Motion Picture Branch for the U.S. Military Government in Germany, is scheduled to return to N. Y. about Aug. 20.

Drive-Ins Talk **Suing For Better Film Clearances**

Drive-ins are counterattacking the picture distributors' refusal to grant them improved clearance on films with court action being the picture distributors' refusal to grant them improved clearance on films with court action being threatened if better playing time is not granted. Ozoners maintain their operation is major league and that if the discrimination in booking does not stop, legal steps will be taken. Owners insist with the rentals they must pay and admissions they charge, that their customers are entitled to first run pix. As one operator put it, "Drive-ins are no longer a novelty; they are an established part of the theatre business and the sooner the producers know this, the better." As to the charges that playing first subsequent product in their locations affect nabe second and third run showings, the outdoor men maintain they are not affecting the patronage of regular film houses, and their revenue would be lost to the distributor otherwise. While many claims have been made of the inroads of the open-airers, several authorities claim that drop in boxoffice in towns not having drive-ins nearby is almost the same

of the inroads of the open-airers, several authorities claim that drop in boxoffice in towns not having drive-ins nearby is almost the same proportions as those having several. Also, much of the drop is seasonal in nature and attributed usually to other summer diversions.

Pointing out family groups and others with anto transportation are the mass users, several managers have commented that this audience is the one spokesmen of the industry are crying is "the lost segment" to the film industry. Much of their auto trade is those over 30 and 35 with children who can not attend other theatres. Car spots claim they are creating more potential customers for the business than any other source. Many of the summer attendees have started going regularly to nearby houses after the ware records. ing regularly to nearby houses after

ing regularly to nearby houses after the warmer months. With the announcement last week that Seymour Simon, film attorney, has been retained by five (Continued on page 9)

COLUMBIA SETS NAT'L CONVENTION FOR CHI

Columbia Pictures is staging its first national convention in several years in Chicago's Ambassador East hotel beginning Monday (22). Five-day sessions will be attended by top homeoffice execs, branch and division managers and Cana-dian rens. dian reps.

dian reps.
Top point on the agenda will be formulation of the distrib policy on Columbia's biggest film for the coming year, "The Jolson Story," which will be screened for the sales force. Liquidation plans will be discussed on five other major Columbia releases including "All the King's Men." a Robert Rossen production: "Tell it to the Judge." Rosalind Russell-Robert Cummings starrer; "Tokyo Joe." Humphrey Bogart starrer; "The Blank Wall," Walter Wanger production starring Starrer; "Tokyo Joe," Humphrey Bogart starrer; "The Blank Wall," Walter Wanger production starring James Mason and Joan Bennett; and "Miss Grant Takes Rich-mond," Lucille Ball-William Hol-den starrer.

FRENCH'S NEW DEAL AS PAR'S MINN. OPERATOR Despite Stiff

Henry French, head of the Paramount-partnered Minnesota Amusement circuit, has won a new ticket boosting his pay and extending his employment. Under a new agreement just inked with Par. French gets \$500 weekly plus a profit-sharing provision. His contract is extended to Jan. 2, 1954 from its original expiration date of Dec. 30, 1950.

French will be paid 3% of the chain's net on all profits over and above \$866,666. Previous pact which was signed Jan. 1 of this year gave the Minnesota Amusement topper \$400 weekly plus a cut in the profits.

No Liquor Selling In Canadian Odeon

Theatres As in Eng.

Toronto, Aug. 16.
Despite loosening of liquor selling regulations which might permit

Toronto, Aug. 16.

Despite loosening of liquor selling regulations which might permit a parallel of bar establishments at the rear of the house, or in upstairs lounges, as now is permissible in Britain, none of the 160 units across Canada of Odeon Theatres Ltd. (Rank) will serve alcoholic drinks, according to Leonard W. Brockington, vice-president of the chain. Statement followed a blast of the United Churches of Canada that the Odeon, Toronto, 2,390-seater flagship of the Odeon chain, scaled at \$1.20 top, had applied for a liquor lounge license. Brockington's statement pointed out that the United Church protest was "based on a misunderstanding." On legal—and often obtuse—terminology, applications for restaurant renewal licenses apply to dining room and/or cocktail lounges under the present Liquor Control Board regulations. Through a reputed "misunderstanding." the restaurant-concessionaires had signed an application for something they didn't want.
Church blowoff was an indignant cable to J. Arthur Rank, who replied that his Odeon chain in Britain did not follow the policy of liquor selling as practiced by other theatres in the United Kingdom and that it was "abundantly clear" in his practice as a non-smoking, non-drinking, Methodist layman and Sunday School teacher, that the combination of liquor selling and entertainment in his 160-the-missible than in his U.K. cinemas. (Church authorities had referred in (Ch

atre chain would no more be per-missible than in his U.K. cinemas. (Church authorities had referred in their cables to Rank as "a promi-nent Methodist Lumpa".

(Church authorities had referred in their cables to Rank as "a prominent Methodist layman.")

Vice-president Brockington said, "The principles and policies of Odeon Theatres in Canada, with reference to the sale of alcoholic beverages in theatre premises, are those of the parent British company."

N. Y. to Europe

Basil Dean Ketti Frings Kurt Frings Dr. George Gallup Greer Garson Mack Harrell H. E. Henderson Walter Pidgeon Gottfried Reinhardt

Europe to N. Y.

Milton Biow Harry Cohn Howard S. Cullman Walt Disney Frank M. Folsom Arnold Grant Radie Harris Rex Harrison Martita Hunt Gertrude Lawrence William S. Paley Lilli Palmer Oliver Rae Mollie Parnis Joyce Redman David Rose Earl St. John Oscar Serlin Spyros Skouras Lou Walters Clifton Webb Tennessee Williams

N. Y. to L. A.

Harry Akst Martin Block Martin Block
Steve Broidy
Mrs. Eddie Cantor
Al Jolson
Robert J. Landry
Annett MacQuarrie
Harold Mirisch Franklin Pulaskt Mrs. Ruby Schinasl L. Arnold Weissberger

Protests, UFA's Splitup Certain

Frankfurt, Aug. 16 On the eve of the new Reich government's formation the projected breakup of the giant UFA film monopoly is touching off one of stiffest rows between the Occupation forces and German politicos since the end of the war. But despite the bitter squawks, Anglo-U. S. authorities are showing every intention to carry through the splitup of the \$13,000,000 corporation under the Allied decartelization program.

tion program.

The dispute broke wide open last week when Dr. Herman Puender, prexy of the present because dispute the present because dispute the Americans and English of wielding the antimonopoly axe solely "for the one-sided benefit of foreign movie interests." Puender's importance is highlighted by his virtually certain appointment as minister of economics under the newly-elected right-wing Christian Democrat federal government. right-wing Christia federal government.

Countering with equally stiff language, Anglo-U. S. officials said Puender's criticism was so "destructive" and "so little to the point" that it would be ignored. Puender was also tagged with supporting an industry setup that could be "prostituted" to the existing governmental power.

ing governmental power.

Following his party's Sunday

(15) election victory, Puender
changed his tack slightly and said
the decartelization was unconstitutional. With the new government in power, he asked in more
polite terms that the film industry's centralization be continued
in control of the central German control of the central German officialdom.

state-owned property via sale to private individuals are, meantime, being pressed with the actual law shortly to be posted. UFA, a monopoly which dominated the German film industry even before the Nazis took it over, has been in Allied hands since the Hitlerite capitulation.

Inevitable, Says Washington Washintgon, Aug. 16.

Washintgon, Aug. 16.
Unless there is a reversal of the U. S. decartelization policy. UFA's breakup is definitely in the works. Commenting on the German protests, one Government official declared that "there are indications that some action would be taken in the not too distant future."
U. S. State Department however, is passing full responsibility for the action onto the Military Government in Germany. "If and when action is decided upon." a Department spokesman said, "it will probably be announced in Germany."

L. A. to N. Y.

George Bilson Harry Blair Rogers Brackett John Bromfield Corinne Calvet Carmen Cavallaro Gary Cooper Fcfe Ferry Cy Feuer Ed Gardner Farley Granger Barbara Hale Russell Holman Michael Kanin Howard Le Sieur Warren Low Mitzi Mayfair Nancy Olson Robert Quarry Danny Scholl George Skouras Mike Todd Franchot Tone Richard Walsh Margaret Whiting

> GOING Henry Morgan

BRUSHOFF 'BRAINY' BESTSELLERS

EL Hungry for Product; Acquires 2 British Films But Needs Many More

With its product shortage likely to become acute again following renewed shuttering of its studio this week, Eagle Lion is on a new prowl for outside film to fatten its meagre supply. Furthering the campaign, EL this week purchased the Western Hemisphere rights to Herbert Wilcox's British-made "Spring in Park Lane" and engaged in negotiations for U. Srights to "The Glass Mountain," British production turned out by George Minter's Renown Pictures.

In the deal with Wilcox, Joseph In the deal with Wilcox, Joseph Blumenfeld, Coast exhib, is a partner. Reportedly, EL and Blumenfeld are paying in the neighborhood of 50,000 pounds (\$200,000) as a guarantee figure, with Wilcox receiving a small percentage on any grosses exceeding an undisclosed figure.

closed figure.

In a search for added product, EL is pushing its negotiations with Minter. Deal would be along the lines of that made with Wilcox. There is also a possibility that EL will buy the U. S. rights to two other Wilcox productions, "Maytime in Mayfair" and "Courtneys of Curzon Street." Intermittent negotiations have also been carried on with Sir Alexander Korda on four of his films including "The Fallen Idol" and "The Winslow Boy."

\$275,000 Break-Even Point

\$275,000 Break-Even Point
Since the EL lot, with one
break, has been closed for the past
nine months, the company is leaning heavily on its British releases.
At that, revenues have now fallen
below the break-even point of
\$275,000 weekly after the company
(Continued on page 24)

UA Claims Within Its Rights to Nix Harlem Indie's Bid for 'Brave'

United Artists will claim its po-United Artists will claim its position is both "morally and legally defensible" in the anti-trust proceedings brought against it and Loew's last week by Leo Brecher's Apollo theatre in the Harlem area of New York. Brecher claims that UA has sold "Home of the Brave" to Loew's Victoria, an opposition house, although he made a prior offer to negotiate.

UA maintains that it is under no

house, although he made a prior offer to negotiate.

UA maintains that it is under no obligation under the U. S. vs. Paramount decision to license pix on anything but the individual merits of the case. It claims that it would be unfair to take the film away from Loew's, its regular customer in the area, and give it to Brecher because it happens to be a pic which by its pro-Negro nature is particularly strong in Harlem. Apollo ordinarily puts the emphasis on its stage shows, with the pic secondary. UA claims that the Victoria is in every respect a better theatre for the pic, particularly since it regularly plays first-run in the area.

Brecher is asking a temporary Injunction to prevent delivery of the film to Loew's. Hearing will be held in N. Y. federal court next Tuesday (23). No damages are being asked. "Brave" is tentatively booked into the Victoria for September.

Walter Howey Biopic Planned By Popkin

Hollywood, Aug. 16.

Harry Popkin, through his attorney, Herb Silverberg, is negotiating with Walter Howey, Hearst newspaper executive, for screen rights to the story of his career. Popkin will produce the biopic, either as "The Howey Story" or "The Fighting Editor," for United Artists release, if the editor is willing.

Artists release, in
willing.
Howey's rugged journalistic career once served as a model for
the role of Walter Burns, the managing editor in the Ben HechtCharles MacArthur play, "The
Front Page,"

Gering's Cubano Feature

Veteran producer - director Marion Gering heads for the Coast within two weeks to set the cast for a film which he'll do as a Cuban locationer. Based upon a cast for a film which he il do as a cluban locationer. Based upon a play by Jay Victor, the yarn is scheduled to go before the cameras some time in January. Script deals with an American family that moves to Havana.

family that moves to Havana.
Gering said in New York last
week that the balance of the upcoming feature would be shot as a
locationer inasmuch as Cuban
studio facilities are inadequate. He
recently completed a series of onereal featurettes tagged "Cuban
Cameos." Shorts present Latino
entertainers against a Cuban backrecently as ret here." set a reground. As yet he hasn't set a re-lease deal for either "Cameos" or his projected full-length pic.

Majors' Reissues To Replenish Pix Famine in Arties

an all-industry innovation, Paramount and 20th-Fox are bringing out a number of their outstanding oldies in limited print volume to oldies in limited print volume to meet the famine in product faced by art theatres throughout the country. Move is being made after repeated urgings by sureseater op-erators, particularly the Lopert cir-cuit, as the answer to the terrific shortage on foreign product now crippling an estimated 300-400 art houses.

houses.

In the case of Paramount, according to Sam Baker, booker for the Lopert chain, arrangements have been made with his circuit and others for an ultimate reissuance by the company of 30-40 'outstanding films.' Twentieth is starting off more slowly with a test run of a double-bill package of two Will Rogers vehicles which will play the Lopert circuit of eight houses. If the test run stands up, Twentieth will swing into an exten-(Continued on page 20)

20TH SHUTTERED UNTIL SEPTEMBER

Hollywood, Aug. 16. Shooting on the home lot at 20th-Fox ceased until September with the completion of John Ford's "Front and Center," although the company is still making four pictures on distant locations.

Filming starts this week on "A Ticket to Tomahawk" in Colorado, while "The Black Rose," "Night and the City" and "Two Corridors" are in work overseas.

PIX DEPEND ON ORIGINALS, MAGS

Although there's been some up-turn in story buying by the ma-jor studios during the past few months, the best-seller list—once the prime source of literary mate-rial for transposition to the screen —is largely getting the go-by. Prin-cipal reason, according to story editors, is that the stuff is "too cerebral" and "too subjective."

There was a day, up to a half-

There was a day, up to a half-dozen years ago, when few books that even got close to the best-seller category didn't get snapped up for pictures. Check of the N.Y. Times' current list reveals only three items in the hands of film companies.

companies.

There are a number of reasons for the present hands-off policy, but looming larger than any of them, it's said, is a change in the style of modern writing. Used to be that plenty of authors could be counted on to sit down and write action and adventure and romance. Whether realistic or not, it made for easy transition to the screen.

Now the writer of fection who

for easy transition to the screen.

Now the writer of fiction who
wants to be called sophisticated,
smart and modern—rather than
corny—sets down more of how
people think than what they do.
And it is mighty hard to transpose
a "stream of consciousness" to the
screen. As a result, studios are
depending more on originals and
magazine fiction.

Another important factor of

magazine fiction.

Another important factor, of course, in causing the shy-off from the best-seller preserve is that most of the action stuff that would make acceptable films are costume stories. The period pieces are expensive to make and in this era of at(Continued on page 56)

45% Dollar Payments In Montgomery British Film; Rose Due in N.Y. on 2d Pic

London, Aug. 16.

London, Aug. 16.

London, Aug. 16.

David E. Rose arrives in New York Thursday (18) on the Queen Elizabeth to line-up star, director and script for his second British production to be made under the aegis of his recently formed Coronado Productions. He'll be in New York for a week, is then going on to the Coast, and will plane back to be in London early September.

It's almost certain the

It's almost certain that Rose will sign Ronald Colman as his star, and it's planned to put the picture into active production by No-

Pantages, H'wood; Other Deals Pend

RKO Paid \$2,500,000 in Cash For

Metro the Key Co.

In the eyes of attorneys studying the question of an appeal to the U. S. Supreme Court from complete divorcement ordered by the lower court, key to the entire situation now lies with Metro. Of the three companies hit by the decision, Metro is regarded as having the best case. In the words of one of the attorneys for another defendant: "If they (M-G) don't appeal, we can't possibly see how

ant: "If they (M-G) don't appeal, we cant,"
Defection by Metro woulds os weaken the case of both Warner Bros. and 20th-Fox, this attorney said, that an appeal would be less than use-less. Hence, 20th and WB are eyeing Metro's future course of action. Latter company's position is strongest because most of its houses are show-cases in competitive locales.

Pix Bid for TV **Channels Via Its Technical Skills**

for a concerted pitch to the Federal Communications Commission for exclusive theatre television channels, will press the point that it will be able to give the public new technical advancements in TV much quicker and easier than regular video broadcasters. Filmites will argue from that that such problems as technical obsolescence and the advent of color, both of which have plagued regular broadcasters, may be solved via theatre TV and so redound to the general benefit of the public.

benefit of the public.

Argument will be based on the film industry's steady development, because of an innate showmand productions. He'll benefit of the public.

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Argument will be based on the film industry's steady development, because of an innate showmand in the late steady development, because of an innate showmand learly production, from the early nicklode on days to its present high technical level. Spokesmen will point out to the FCC that producers and exhibitors did not hesitate to switch over to sound in the late 1920s, despite its cost, to advance the industry generally. In the same way, increased emphasis is currently being put on Technicolor and other (Continued on page 46)

\$2,500,000 in cash in the recent deal closed by Malcolm Kingsberg, RKO theatre chief, for acquisition of the deluxe 3,000-seat Pantages theatre, Hollywood. Chain took title to the house free-and-clear of any mortgage or lien. In addition, it received an undeveloped lot at Fairfax and Wilshire boulevards.

Fairfax and Wilshire boulevards. Indicating the technique to be followed in other possible deals with the circuit's partners, entire \$2,500,000 came from the theatre company coffers. Of that sum, approximately \$1,500,000 was derived by RKO from the recent sale of its holdings in the Butterfield chain, 114-theatre outflet straddling Michigan. RKO took that figure, it is now disclosed, in selling a 20% interest in some 94 houses and a 331s% cut in the balance.

Payment of the \$2,500,000 was

Payment of the \$2,500,000 was made to Lloyd Alexander Pantages, R. A. Pantages and Mrs. Carmen P. Considine, a sister of the Pantages. In return, the chain took all outstanding stock of Hollywood Pantages Theatre Corp. consisting of 75 shares held by the trio.

trio.

Next likely deal to be made by RKO in its drive to wind up all partnerships would be on Metropolitan Playhouses, a Unite d Artists Theatre Corp. operating subsid in which 50% is owned by UATC, 30% by Spyros, Charles and George Skouras and 20% by RKO. Negotiations are currently under way but no price has yet been reached.

Other large RKO partnership

been reached.

Other large RKO partnership tieup, that with Walter Reade in the Trenton-New Brunswick chain of 12 houses, still remains a bone of contention between RKO and Reade. Negotiators have been unable to reach a basis for talking price after months of effort. Entire tangle may land in the law courts.

Unable to Set Suitable Yank Deals, Korda Will Preem Own Pix in U. S.

Instead of seeking distribution deals for the quantity of films he has available for this country. Sir Alexander Korda will open them under his own sponsorship in art houses and semi-art houses in larger cities. After these initial dates the pix will be open for negotiation by any distrib who might want to handle them.

want to handle them.

Teeoff booking under the new policy finds "Dolwyn" going into the World theatre, N. Y., Aug. 29 under a deal set by Morris Helprin, v.p. and general manager of London Films, Korda's American company. Emlyn Williams wrote, directed and stars in "Dolwyn" along with Dame Edith Evans. Evans.

Evans.

Deals are now being set by Helprin on two others. They are "Saints and Sinners," with the Abbey Theatre Players, directed by Leslie Arliss and based on a story by Paul Vincent Carroll, and "The Winslow Boy," from the stage hit by Terence Ratiggan, with Pathert Dengt and Magnaret Leight. hit by Terence Ratiggan, with Robert Donat and Margaret Leighton. "S&S" opens at the Little Carnegie, N. Y., following the run of the current tenant.

of the current tenant.

Helprin had been negotiating for some months for a distribution deal for "Winslow" and an option had been taken on it by Joseph Curtis, son of Columbia v.p. Jack Cohn. However, Korda has insisted on receiving £100,000 for American rights and won't budge from that figure, so Helprin was never able to close a deal for numerous offers he had at lower amounts.

Erskine Exits U

Hollywood, Aug. 16. Chester Erskine has negotiated release from his Universal con-

tract after three years.

Producer of "Egg and I" has no immediate plans.

Rank's Crisis-Bred Consolidation Stirs Host of Rumors-Mostly Phony

Lobbyist Expose May

Be Theme of Film

Hollywood, Aug. 16.
"Who's Who in California Government?" will be the theme of a picture to be produced by Tay Garnett if he can acquire film thinks, whose influence as a loby byist in Sacramento was recently aired in Collier's.

Rank's consolidation moves have started conflicting reports that the samish, whose influence as a loby byist in Sacramento was recently aired in Collier's.

Rank's consolidation moves have started conflicting reports that the physic in Conflicting reports that the physic in Collier's.

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Rank's top difficult period.

The bald fact is that both the banks and the British government have too munch at stake to permit have too munch at stake to permit any temporary money difficulties started to move into GFD as continued to the production will be desired to move into GFD as continued to munch the production will be distributed oct. The bald fact is that both the banks and the British government have too munch at stake to permit have too munch at stake to permit

know scoff the raft of rumors as

DRIVE-INS TAKE CUT OF B.O. IN CLEVE., ONTARIO; SAN ANTONIO BIZ BEATS '48

Drive-ins are doing far more damage than television to Cleve-land's downtown key houses in damage than trevision to Cleve-land's downtown key houses, in the opinion of exhibs here. There are nearly a dozen ozoners on the outskirts of this Lake Erie port, with a couple more in the blue-print stage.

print stage.

All of them get a heavy play from suburbanites with large families who find such roadside double-feature entertainment cheaper than running the gauntlet of traffic jams, parking tolls and stiffer gate fees on the Main Stem. Free supervised play-grounds, milk-heating and diaper service are also drawing factors that have given the progressive drive-ins a tremendous edge over the chain de-luxers in congested areas.

That's one reason why the latter's grosses are 25-30% lower than last year according to circuit brasshats. A decided drop in attendances in last six months is attributed to the terrific heat spell as well as Clevelanders' annual exodus to lakeside cottages and the scores of anyusement parks

exodus to lakeside cottages and the scores of amusement parks that skirt northern Ohio.

Since there are less than 60.000 television sets in this territory, with not enough TV programs coming through regularly, video is not yet considered a very serious local that the state of the score of

it's not a gag here that candy concessions help some theatres wash off their daily overhead. By far the most menacing, unbeatable competition, all operators agree, are the night baseball games agree, are the night baseball games and broadcasts of Bill Veeck's Cleveland Indians who won the pennant last year. This burg is so baseball crazy that downtown theatres are almost deserted when a big game is held in the Civic Stadium, drawing at the minimum 75.000 spectators. 75.000 spectators

At these trying times, film im-At these trying times, film im-presarios sadly discovered, the rest of the local population apparently stays home to glue its collective ears to the aired sportcasts of the Indians' batt.c.

Drive-Ins, Popcorn Only Bright Spots in West. Ont.

London, Ont., Aug. 16.
Headlights from the long lines of drive-in patrons offer the brightest spots In the Western Ontario film blz picture which has managers still reporting low grosses and looking more and more to the help-ter bright hand which emptises the control of the managers. ing hand which candies and pop-

Two drive-ins are in this area Two drive-ins are in this area, One, constructed just recently between the Lake Erie resort area and St. Thomas, has been using extra help to guide the heavy highway traffic past its congested entrance. The other, in the outskirts of London, is reporting biggest business yet in its third year of operation.

Hardest hit in the industry here are the neighborhood houses and

are the neighborhood houses and second-run trade. Few if any these houses here are making these houses here are making the quotas set by their front offices, and some are in the red. Even first-run houses are finding it dif-ficult to make their quotas. Eagle Lion and Odcon houses

are crying for product. Both Rank affiliates, they are optimistic for the fall on the report that 20th-Century Fox has bought into Canadian Odeon and the Fox product will be available to them. Famous Players houses may suffer in the Fox deal. Fox deal.

Toxw's and Capitol, first-runs, sa" business is holding up with line-ups Saturday nights. Capitol reports candy and popcorn sales go as high as 75% of admissions.

go as high as '75'c of admissions. This is the highest figure here, ranging down to 30 per cent.

Advertising from the houses has not been cut appreciably and there is still much plugging of top pictures. Managers, however, say this is not a good ballyhoo town.

Assisting the support trade is

More Respect Please!

Colosseum of Film Sales-men, repping the sales staffs of the major companies, will make an unusual denand in upcoming new contract nego-tiations. Colosseum will ask tiations. Colosseum will ask for a clause providing for dis-trib reprisals against exhibs who treat salesmen in an "in-sulting" manner. Many sales-men have entered complaints about being kicked around like

about being kicked around like office boys without any pro-tection from the homeoffice. Colosseum also will demand an \$8 to \$10 weekly raise plus increased expense accounts. increased expense accounts. Talks are slated to open next

but remains open, the work being done in off-hours.

done in off-hours.

The percentage of double bills at both first-run houses has been stable. No increase is expected. Despite the heavy summer sports fare in this city, a good film still does its share of business.

Is Bigger Than in 1948

San Antonio, Aug. 16. Local theatre men report that business in this section is far above business in this section is far above this same period last year. Biz has been at an even pace throughout the past six months for nabe and first-runs, with an added upturn noted in the outdoor theatre biz. With no television stations in operation in the San Antonio territory as yet, it is no threat to local biz. Several cafes are installing sets, however, and trying to bring in programs from Houston and San Antonio. They report good signals from the Houston outlet when weather conditions are right. signals from the Houston outlet when weather conditions are right. But there is nothing on a straight nightly basis. The curious go and see what's happening, then go on to other places of amusement.

to other places of amusement.

Drive-ins in the San Antonio area have mushroomed up until there is one in each section of the city, growing from four last year to seven this year. A new type of ozoner, the "walk-in," has made its appearance here too which is cutting in the regular houses. These are similar to the drive-in, only they cater to the pedestrian. They have no roof and close down during rainy weather. There are three or four operating with several others scheduled to open. At present, these cater only to Negro and Latin Americans.

The drive-in operators have no-

Latin Americans.

The drive-in operators have noticed an about face in clearance and if they are willing to pay the price can get second run films, and soon hope to get first. One of the ozoners has a disk jockey from one of the local outlets who spins disks and gives out with chatter prior to the start of the performance. Each of the drive-ins have made arrangements for walk-in patrons.

Theatre construction at present

patrons.

Theatre construction at present is leveling off. Interstate Theatres Circuit future plans call for several nabe houses. A remodeling Circuit future plans call for several nabe houses. A remodeling program is underway at several of the Interstate houses with general renovating the key project. Under construction is one drive-in which is being built for Latin-American trade. There is no noticable drop in construction prices over last year although there is an easing up on the procurement of materials.

Theatre men agree that on the

on the procurement of materials. Theatre men agree that on the basis of returns, new films are of much better grade than last year, although in some cases it is a material of mane stars and not the film which pulls them in. This is true in the matter of reissues which are playing in some cases to capacity houses. Foreign imports have made their appearance here on a regular basis, and some have met with good response.

Double features are holding their

Is not a good ballyhoo town.

Assisting the summer trade is the big tourist season in Western Ontario. Shering largely in the American dollar intake in Canada, it is estimated nine cents in every greenback goes to the film industry. Capitol rines a tourist information booth to help draw this trade. For the first time in years, no new theatre construction is reported. Capitol in St. Thomas is the only house closed, and it is being renovated. Loews is undergoing an extensive redecorating

in cities of its size in other sec-tions of the country. Several of the Latin-American houses have what they call "dos por uno" days, when one paid admission admits two adults.

two adults.

Theatre ops are of the opinion that extra showmanship on any sim will increase grosses. Howfilm will increase grosses. How-ever, they say the film must live up to its exploitation or word-of-mouth will tear down the entire campaign.

Oregon Digs for More B.O. With Stepped-Up Ballyhoo

Portland, Ore., Aug. 16.
Grosses have dropped somewhat In arst-run downtown houses in this area during the past six months even though operating expenses have remained on the same level. Suburban and small town houses have also noted a decline but not as great as the big spots. Managers and operators are knocking themselves out. Irving to

knocking themselves out, trying to dream up fresh ideas for ballyhoo and exploitation. Both of these have greatly increased in scope. In short, picture exhibitors are going out after the coin using every possible incdia. Theatres are using radio, mailing lists and promotion deals more than ever in addition to their regular means of advertising.

their regular means of advertising.
Drive-ins have not cut as deeply
into regular theatre biz as many
operators believe. Biz is normally
down in the summer time due to
weather and the desire of people
to get outdoors. Actually, outdoor
theatrcs have created new business.
People that would not attend a
regular house are pouring dough
into these drive-ins. Portland has
three outdoor theatres, with all dolng well. Each has good clearance
and exhibits good product. They
get pix on a flat rental fee with
no weekend advance.

There is some theatre improve-

There is some theatre improve-ments being made but little actual construction. The improvements are going hand in hand with the increased ballyhoo.

Clever refreshment promotion or and off the screen is pouring added dough into the merchandise bar. Operators are increasing their concession biz in proportion to the admission take. Attractive trailors, well spaced and timed intermisspaced and timed intermis-sions, and real merchandising is attracting and tempting payees to stop and plunk down additional coin. Average is well over the na-tional estimate of 10c per person.

Major cause of the b.o. decline is the poor product. Whenever a slightly better than average pleture comes to town, coin pours into the boxoffice, proving that the public is starved for good entertalnment.

Light comedy and fast moving features seem to be the favorite here. Musicals or action pletures are also favored. There seems to be a severe shortage of these types of film. Ballyhood pictures with nothing to back it up is also a weak item. This sort of thing goes over well for the first couple of days of the showing, then the word of mouth campaign starts and the picture dies.

K.C.'s General Economy Firm But Film B.O. Slips

Kansas City, Aug. 16.

Picture biz has noticeably slid off at the box office in this area. Estimates vary from 10% to three or four times that amount, but a more realistic. nore realistic range probably is 10% to 15%. Most of this has come in the last six to eight

come in the last six to eight months.

Just what's causing the edging off is hard to say. Because of its basically agricultural economy. K.C. and area are regarded as having a firm business outlook, only slightly off from the peaks of the past couple of years.

and town.

Exhibs of both circuits and indies claim there are never enough of those reliable films, and there is plenty of room for big pix. On the whole, opinion varies as to the quality of this year's product compared to that of the previous year. Most seem to think product is as good as ever, but there is that tendency of the patron to shop to work against.

In order to combat this standoff ishness, exploitation and promotion are coming back, but the pace is slow. The word is out from all circuit headquarters that the days

circuit headquarters that the days of showmanship are back. But there are many in the biz today who never saw the tough days and the intensive exploitation of films. Indies also are catching on, but somewhat reluctantly. Although there's a long way to go in exploitation yet, it's definitely better than it was.

Metropolitan area is definitely double feature, with only two firstrun situations regularly single feature. In the territory it's about (Continued on page 18) circuit headquarters that the days

ture. In the territory it c. (Continued on page 18)

Pub Relations

= Continued from page 3 =

lines itself along with Theatre Owners of America, MPAA and other groups who want only con-genial matters discussed at the Aug. 30-31 confab. Some members of Allied, on their part, are insist-ing on discussion of the "Finneran lan" as their price for participaplan" as their price for participa-tlon in the meet.

tion in the meet.

MPAA may dispatch emissary to Washington to urge Abram F. Myers, Allled chairman, to agree to dropping the plan from the agenda. It is the MPAA's argument that the plan violates antitrust laws and that the companies have already had a hatful of trouble over their combined move against suspected Communists.

On the other hand, Allied mem-

On the other hand, Allied mem-bers insist that there is a distincpers insist that there is a distinc-tion between the Finneran project and the anti-Red action. The for-mer clearly refers to morals only, they say, while the Communist is-sue raised political questions which the U. S. Supreme Court may have to answer

MMPTA, TOA and others object MMP1A, IOA and others object to the Finneran proposal mainly because they want the success of the first meet insured. This can only be done, it is argued, if only matters generally congenial are discussed.

Wording of the MMPTA letter, Wording of the MMPTA letter, signed by prez Leo Brecher, puts it as follows: "Our suggested agenda would achieve the greatest unanimity within the industry and has been designed to take in problems common to all branches which can be most effectively handled on an organized hasis." dled on an organized basis

"It is the further opinion of our committee that by reason of the very nature of the prospective meeting, a good press is mandatory if the entire purpose of the meeting is not defeated. And the only way this can be achieved and a beginning made is by having the ginning made is by having the agenda for this first series of meet-ings confined to matters congenial to all interests represented."

Brecher Osear A Doob Loew's

Brecher, Oscar A. Doob, Loew's exec who heads the exec committee, and D. John Phillips, exec directors, will attend the meet for MMPTA.

MPAAers Meeting in Chi In Advance of Powwow

Just what's causing the edging off is hard to say. Because of its basically agricultural economy. K.C. and area are regarded as having a firm business outlook only slightly off from the peaks of the past couple of years.

One facet of the situation is that filmgoers are shopping before spending Hence, the better product inevitably gets the play, and therein is an important phase of product rating—there is only good or bad.

What it takes to get biz here are musicals, A-budget westerns and comedies, especially in the inctropolitan centers. In the outstate situations, westerns lead the pack, with comedies and musicals good magnets, Dramas and myspoints of discussion.

teries are second-bests in both city and town. Lamber of heih circuits and in-Film Fest Plan OKd By Majors

When the industry's public relations meet gets under way in Chicago, Aug. 30-31, Gael Sullivan, exee director of the Theatre Owners of America, and Ted Gamble, board chairman, are prepared to present a revised film festival plan to meet the objections raised against Sullivan's original proposul, Unanimous acceptance by the major distribs is regarded by the duo as an absolute pre-requisite to putting the plan into operation.

Because opposition has been

ting the plan into operation.

Because opposition has been raised against doubling of prints proposed in the original plan, Sulivan will suggest that this proviso be ditched. Instead, he will ask that all first-runs in a particular sector be serviced day-and-date, followed by similar treatment to second-runs and so forth down the line. Proposal is a form of regional saturation employed by many distribs with one modification, that being the day-and-dating here continues through subsequent runs.

Chief hurdle raised to the fee-

Chief hurdle raised to the festival, that of clearances, is parly answered by the change. Clearances would have to be speeded up but not to the extent originally suggested. Fears expressed by distribexecs that once clearances are changed their continuance would be the subject of anti-trust litigation are proph-pooled by are pooh-poohed by TOAers.

It is their conviction that the flux in the industry caused by the anti-trust decisions have rendered the present system obsolete. On that score, one TOAer declared: "Two years from now, there will be no resemblance between the system in effect now and what will exist then."

PRESSURE TO CUT AMUS. TAXES CONTINUES IN D.C.

Washington, Aug. 16. Despite the blunt statement from President Truman and administra-tion leaders that there will be no tax cuts this year, pressure for such reductions continues.

Most recent statement on the subject came from Senator Wal-ter F. George (D., Ga.), chairman of the Senate Finance Committee, of the Senate Finance Committee, who called for an immediate reduction of taxes to stimulate business. Over a local radio station past Sunday (14), George urged elimination or reduction of the wartime excise rates and special reductions on earned Income, dividends and "creative talent" groups. Last would apparently include songwriters, playwrights, etc., the first time that reductions of taxes on their royalties has heen espective.

songwriters, playwrights, etc., the first time that reductions of taxes on their royalties has been especially recommended during the current flurry to cut taxes. Cuback of the excise rates, would include decreasing the 20% admissions tax to the pre-war 10%; and slashing the 20% tab on nitery checks to the pre-war 5%. In that connection, Rep. Philip J. Philbin (D., Mass.), placed in the Congressional Record last week a statement by the "20% Cabaret Tax Committee."

"In our own field," the statement said in part, "a number of well known dining and dance rooms in connection with the hotel industry have closed in the past 60 days, resulting in the additional unemployment of a great number of people." The committee sent along tax collection figures for the past focal year while tee sent along tax collection figtree sent along tax confections are the past fiscal year which showed that in the nitery field, Uncle Sam's 20%, share fell \$4-670,000 behind the year before. This indicated that business was \$23,350,000 below what it had been in the previous year.

Sunset Boulevard' Preem in Hellywood

f Hollywood Aug. 16.
Premicre of Paramount's "Surset Boulevard" will be held right where it belongs, on Sunset blyd, in the heart of Hollywood. Studio is cooking up a nationwide explotation campaign hooking the pieture with the film ind istry's prostress from 1925 to 1950.

Also tied up with the celebration will be Gloria Swanson's 25th anniversary in the motion picture pusiness.

106 RELEASES FOR REST OF '4

Comparative Periods

Following is a breakdown of the number of films being released y eight major distributors from now until the end of the year, s compared with the past five months and the same period last

yeu.	1949	1949	1948
	(Aug. 1-Jan. 1)	(March 1-Aug. 1)	(Aug. 1-Jan. 1)
Columbia	23	26	23
Metro	17	12	9
Universal	16	13	12
Warners	12	. 11	9
United Artists	11	11	15
20th-Fox	10	13	20
RKO	9	9	16
Paramount	8	10	10
Total	106	105	114

RKO Topping UA as Distributor Of Independently Produced Films

High number of indie-made pix on RKO's 1949-50 release slate definitely puts that company out in the lead as distributor of independent product. It will handie a total of 19 indie films—a good many of them already in the can—out of the total of 40 films on the release schedule issued by prexy Ned E. Deninet last week.

Depinet last week.
Play that RKO has been making Play that RKO has been making for the indies puts United Artists in even a tougher position than it has suffered through for most of the 30 years of its existence. UA's problem has almost always been a lack of product and RKO's heavy tapping of the few sources' still available leaves the company in a goot

wantane leaves the company in a spot.

While RKO has made no concreted effort to ink indies since Howard Hughes took over as controlling stockholder a little more than a year ago, it has gradually added a number of them to a schedule which was already fattened by the product of Samuel Goldwyn and Walt Disney. It is widely believed that this is only a beginning and that if RKO really gets pushed for product with the studio now under the personal aegis of Hughes, he may take up the slack by signing a flock of additional indies. Hughes almost at the twist of a wrist could command vast resources to back them. With a vast personal fortune, he is loaded with collateral that would be welcomed anywhere.

Great majority of RKO's important films will come from the lonewolf piemakers, it is evident from the slate released by Depinet last week. Goldwyn, who has generally released only one or two pix a year, is giving RKO three and there's even a possibility of a fourth. The certain trio are "Roseanna McCoy," "Belowed Over All" and "My Foolish Heart."

Disney is also coming up with an extra heavy load, via "Cinder-(Continued on page 22) While RKO has made no con-

YOUNGSTEIN'S PRO-PIX TALK BEFORE D.C. ADMEN

Washington, Aug. 19.

Max Youngstein, Paramount national ad-publicity chief, defended the film industry against recent criticism in a speech before the Washington Advertising Club today (Tues.), declaring much of it is "neither honest, well-intentioned nor based on fact."

Public should give motion pictures the "same fair treatment" as it accords other important industries, Youngstein said. He referred to the industry's public service record, but pointed out that it is the only one among the country's big industries to get a blanket indictment because of "the failings of a few."

Industry is partially to blame, Youngstein said, because it doesn't do a good public relations job. "We recognize our responsibility in controlling such a powerful weapon," he added, "and intend to make it a weapon for good." He reminded his listeners that the industry has 90.000,000 paid admissions weekly, declaring the "picture business is everybody's business and influences everybody's life."

Not in the Script
Hollywood, Aug. 16.
Twentieth-Fox had a train wreck right on the lot and it wasn't in the script. A Pullman coach broke loose from its moorings, rolled down a grade and smacked a B-17 Army bomber. Casualties: one broken schnoz—sustained by the bomber.

Polio Scare No Chaser to B'way

Nationwide polio epidemic, paradoxically, appears to be benefiting Broadway firstrun houses. Contrary to expectations, juvenile trade has been about normal. Theatremen attribute this condition to a belief that teen-agers and moppets are hieing to airconditioned theatres rather than take risks of possible exposure at beaches and resorts.

resorts.

Meanwhile, the Associated Theatre Owners of Indiana in a recent builetin pointed out that the state's board of health agreed with opinions of scientists that the closing of schools, churches and theatres has little effect in halting the disease's spread. Exhibitors' organization urged that there not be a "wave of theatre closings without reasonable justification..."

Indiana Board of Health how-

reasonable justification..."
Indiana Board of Health, however, notes that local health officers have full authority to ban all public gatherings in the interest of public health. Whenever a great number of people petition for closing orders, the board's commissioner informed the ATOI, the local officer determines the temper of the public and acts accordingly. cordingly.

Indiana's Tabus
Portland, Ind., Aug. 16.
Restrictions which made Portland a "dead city" while the polio epidemic ranged, were loosened last week (11), to permit church services, but children under 18 still are prohibited from attending public gatherings, and the Jay County theatres have not been opened. Dr. George M. Morrison, health officer, said the spread of (Continued on page 20) (Continued on page 20)

Nassers Slap Suit On Rooney-Stiefel 'Wheel'

Los Angeles, Aug. 16.

Nasser Bros. (James. George,
Henry and Ted) have filed an injunction suit against RooneyStiefel Productions and United
Artists demanding that distribution
of "The Big Wheei" be delayed
untii three months after "Quicksand" is delivered for screening.
Mickey Rooney stars in both pictures.

The Nassers own a piece of "Quicksand," which was made on their lot before Rooney and Stiefel moved over to General Service to make "The Big Wheel." They want their money out of it as soon as they can get it.

8 MAJORS' TOTAL PARS LAST YEAR

Theatregoers will have a choice of about the same number of pictures between now and the end of the year as they did during the same period of 1948. Lineup, however, is considerably stronger in b.o. potential than it was during the comparative five months of last year or the five months just past, survey by Variety will send.

survey by Variety discloses.

Eight major distribs will send 106 pictures into release between now and Dec. 31, with the prospect that this number may be expanded somewhat if grosses do not come up to expectations in providing holdovers. Figure compares with 114 released August-through-December last year and 105 during the five months just passed.

While total number of fims on

the five months just passed.

While total number of films on which exhibs will be able to draw is less this year than last, 20th-Fox's abandonment of "B" production easily accounts for the drop. 20th sent into distribution 20 new pix in the 1948 period while it is releasing only 10 this year. Eleven of last year's 20 were minor budgeters, of which it has none coming up this season. According to Andy W. Smith, Jr., 20th sales veepee, meanwhile, company's current policy of distributing two pictures a month is not final, since the market may demand more by the year's end.

Included in the 106 films set

the year's end.

Included in the 106 films set for release in the next five months are such strongly-touted entries as Metro's 'Battleground' and 'On the Town:" Paramount's ''Top O' the Morning' and 'My Friend Irma." Also 20th's 'I Was a Male War Bride' and 'Father Was a Fullback;' Warner's 'Task Force' and 'White Heat;' 'UA's 'Love Happy' and 'Black Magic;' Universal's ''Abbott & Costelio Meet the Killer;'' Columbia's ''Jolson Sings Again' and RKO's 'Roseanna McCoy' (Goldwyn).

Eagle Lion is not included in the

Eagle Lion is not included in the survey because of its current un-settled condition. But, from all in-dications, that company's distribu-tion will consist mainly of British importations. It released 16 new importations. It released 16 new films in the August-January period last year.

Columbia leads all majors for the five months with a slate of 23 pix consisting of 18 features and five westerns. Outfit has scheduled five for release this month and four for the following two months. Another five will be distributed in November and the remainder in December. Metro has almost doubled its releases for the next five months, over the same period last year. It has set 17 pictures for release before Jan. 1. Breakup will be three this month and three each for the next two months. The other eight will be divided evenly between November and December. Columbia leads all majors for

between November and December. RKO will have nine for the next five months, the same as during the five months just passed. Figure is seven pictures less than the number distributed by the company during the last five months of 1948. Besides 20th's drastic drop, releasing schedules of the other major companies have not varied much since last year.

Also set for release before the

of 1948. Besides 20th's drastic drop, releasing schedules of the other major companies have not varied much since last year.

Also set for release before the end of the year, but not included in the total are revivals of Paramount's "Holiday Inn" and "Lady Eve." The world preem of 20th's "Pinky" is also scheduled before Jan 1. It will be a pre-release engagement.

EK's \$21,368,830 Net Half year earnings of Eastman Kodak slid 24% to a total of \$21.5368,830 compared with \$28,017,724 for the corresponding period of 1948. Earnings for the 24-week period ended June 12 amounted to \$1.63 per share of common against \$2.24* per share last year. Total sales held to within 1% of 1948 with EK grossing \$190,002,934.

In a report to stockholders, EK said that professional motion picture sales were off considerably for the period. Company gave no further explanation of that decline.

Studios Sign 5-Year Contract For 16,000 IATSE Studio Film Workers

Race to the Gaol

Hollywood, Aug. 16.
Universal is putting on a sprint to the hoosegow. Studio has ordered all departments to rush finishing touches on "Molly X," the story of a women's prison.

Idea is to hit the screen ahead of "Locked In," another femme jail yarn produced by Warners.

AFM Asking No H'wood Pay Tilts

Hollywood, Aug. 16.
American Federation of Musicians, apparently aware of the tightening of economic conditions and the effect on Hollywood's picture-makers, has not asked Coast studios for a boost in scales for musicians. The AFM has quietly agreed to extend the terms of the current agreement another two years as of Aug. 31, when the old pact ends. pact ends.

current agreement another two years as of Aug. 31, when the old pact ends.

This was concluded as of Monday (15) and will be confirmed by the parties via an exchange of corerspondence to that effect. Neither the AFM nor studio executives who were involved in the negotiations will disclose anything more about the deal or single out the representatives of either party involved in its conclusion.

Old contract called for basic terms of \$39.90 per man for three hours or less of studio recording. There are no changes of any kind. On the basis of the AFM's action, it would seem that all American Federation of Labor unions involved in the production of film, have agreed not to seek higher scales from Hollywood at the moment. Last week, all IATSE labor divisions renewed agreements with studios on the basis of contracts that have been in force.

What the AFM told studios heads about the formulation of a scale for musicians covering recording for films to be made for television exclusively, isn't known. AFM has been ducking the issue for some time, refusing to allow its men to become available for tele-films by the simple expedient of not establishing a scale. Union is wary and being very carefularial of the possibility of aiding in the making of something that will further reduce AFM employment, such as occurred with wax records. It feels that film shorts will further reduce AFM employ-ment, such as occurred with wax records. It feels that film shorts made for tele would be used over and over again, obviating the need for live tele-tooter staffs in many

Now Indie Producers Have Own Foreign Reps

Difficulties in the foreign market

Hollywood, Aug. 16.

New five-year basic labor agreement between the IATSE and the major film lots was announced by Charles Boren, representing the producers, and Richard F. Walsh, union chief. Contract. involving 16,000 film workers, calls for a continuation of the 11.17% cost of living bonus, granted temporarily in 1947, an industrywide seniority clause giving preference to experienced motion picture employees, and a stronger union shop.

The pension plan, mentioned in the early negotiations, was left undecided with the understanding that the question may be taken up later with company presidents. Several minor issues are still in abeyance and will be settled within the next 30 days.

In addition to Walsh, international prexy of IATSE, the union negotiators were: Roy Brewer, International representative; Carl Cooper, international ve e p c e; Cappy DuVal, Local 44; William Errett, Local 865; Ted Ellsworth, Local 705; Stanley Campbell, Local 706; Al Erickson, Local 763; Haroid Smith, Local 669; Ted Ellsworth, Local 705; Stanley Campbell, Local 706; Al Erickson, Local 767; A. T. Dennison and James Tante, Local 728; John Lehners, Local 767; John Ward, Local 767; Harry Shiffman, Local 789, and Mathew Levy, IATSE attorney.

Assisting Boren as producer representatives were: William Hopkins, Columbia; L. K. Sidney, William Walsh and Ed de Lavigne, Metro; Ted Leonard, Paramount; Leon Goldberg and Mark Bushner, RKO; Robert V. Newman and H. A. McDonnell, Republic; Fred S. Meyer, 20th-Fox; Edward Muhl, Emmett Ward and Morris Weiner, Universai; Carrol Sax, Warners; Morris Benjamin, chairman of the Association of Motion Picture Producers' law committee; and Ben Batchelder and Alfred Chamle, members of Boren's staff.

Both Boren and Walsh expressed satisfaction over the results of the negotiations.

PETITION TO EXTEND CHI RUN OF 'STABLE'

CHI RUN OF 'STABLE'

Chicago, Aug. 16.

Leroy Krein, attorney for the United Artists Theatre Corp., last week filed a motion in Federal Judge Michael Igoe's court asking that the Jackson Park decree be extended for the showing of "Come to the Stable" for at least eight weeks in United Artists theatre here. Tom McConnell, atterney for the Jackson Park theatre, opposed the breaching of the two-week decree playing time.

Krein, in enumerating reasons for granting of petition, quoted the great cost of pic, \$2.250,000, and the moral aspect of the film. Peculiar aspect of the case is the filing by United Artists; theatre is booked and managed by Balaban & Katz, who are defendants in the JP case. UA theatres is the lessor of the location. As such, UA is not a party to the Jackson Park decree, but as a lessor to a defendant falls under the same limitations. B&K has won several extensions of films in its houses, but most of the actions previously have been filed by distributors. Hearing date on motion was set for Sept. 13.

If petition is granted it would leave only three B&K houses bound by the decree with subsequent backing up of product for release. Also on the agenda for extension is "Samson and Delilah" if "Stable" goes through.

Schneider's Col Gift

Washington, Aug. 16.
Abraham Schneider, veepee and treasurer of Columbia, has gifted 500 shares of Col common to the Schneider Foundation, a charity holding outfit. At the same time, Col exec has balanced off his holdings by purchasing 500 additional shares.

Schneider now holds 10,028 shares of Col common.

Joison Sings Again (MUSICAL-COLOR) Columbia release of Sidney Buch

FILM REVIEWS

(MUSICAL-COLOR)
Columbia release of Sidney Buchman production.
Production with the state of Sidney Buchman Stars and Barbara Hale; features william Demarest, Ludwig Donath, Bill Goodwin, Myron McCormick, Tamara Shayne, Directed by Henry Levin, Music, Morris Stoloff: score, George Duning, Musical Morris Stoloff: score, George Duning, Musical Circhincolor), State of Companies of Chestrations, Larry Russell, Traceshown Aug. 10, '49, Running time, Starbara Maria Starbara Hale Stew, Maria William Demarest Companies of Cark Maria Myron McCormick Maria Volcson Tamara Shayne Henry Charles Robert Emmert William Demarest Charles Robert Emmert William Demarest Cark Maria Volcson Tamara Shayne Henry Charles Robert Emmert William Demark William Demarks Charles Robert Emmert Robert Robert

Larry Parks
Barbiya Hale
William Demarest
Ludwig Donath
Bill Goodwin
Myron McCormick
Tamara Shayne
Eric Wilton
Robert Emmett Keane "Jolson Sings Agaln" bids fair to par "The Jolson Story" grosses and may even top them. In short, a smasheroo of unqualified propor-

tions.

The appeal of the Jolson sequel is only a matter of degree. In many respects it even shades the sock boxoffice champ of 1946. It was almost exactly three years ago—September, '46 — that Columbia teed off the first biopic on the career of "the king," as vet troupers call Al Joison.

career of "the king," as vet trouper: call Al Joison.

It is only natural that the durability of Jolson, as the all-time
No. 1 performing personality in
contemporancous show business,
would be matched by an equally
rich real-life story. "Jolson Sings
Again" proves that. Where "The
Jolson Story" was Horatio Alger
with an Equity card, "Jolson Sings
Again" is perhaps more emotional
because Jolson's comeback Impact
is played against a background of
other young hopefuls supposedly
having usurped him with the
bobbysoxers. Producer-writer Sidney Buchman, has done a skillful job in keeping on high pitch
the not easy premise of an oldster
making a comeback. You can't get
emotionally excited about a guy
who has money back to back—in
real and reel life—and who sits
around his Encino home moping
because he's relatively a hasbeen.
Buchman, however, has made
emotionally appealing the ricture.

around his Encino home moping because he's relatively a hasbeen.
Buchman, however, has made emotionally appealing the picture of a great star who finds he can't even play a benefit because the Community Chest thinks today's Hopes, Gene Kellys, Judy Garlands et al. mean more than Jolson who finds himself relegated to "many others" in the benefit billing.
On a broad canvas is projected Jolson's wartime tours under Special Services, singing from the Aleutlans to the Caribbean bases until he finally contracts the serious fever which laid him low in North Africa. Barabara Hale reenacts the nurse technician from Little Rock (in real life, Erle Chennult Galbraith, related to General weeks. nault Galbraith, related to General Chennault, incidentally, who is now Mrs. Jolson).

meral Chennault, incidentally, who is now Mrs. Jolson!

Miss Hale emerges as a potent new face of importance, with her warm, brunet beauty projecting like a rocket bomb from the screen. Larry Parks, again playing Jolson, remains an uncannily faithful personator of the star. The technical skills that have so successfully captured flawless synchronization of Jolson's potent voice as mouthed by his more youthful counterpart are given added fillip with two very showmanly expositions of behind-the-camera techniques. One exposes to the supposedly amazed Jolson how a blackface alter ego (Parks) could be matched with his voice, and the end result appears flawless. The audience thus sees the sound stage and music mixing technique, but it's all well integrated into the story. The other is the device where the first picture's finale is utilized as a tecoff for the new picture, and then by a liberal scrambling of chronology "The Jolson Story," with a number of that former picture's socko songs reprised, is made to appear the capping climax for "Jolson Sings Again."

Good showmanship, in fact, is evidenced

capping climax for "Joison Sings Again."

Good showmanship, in fact, is evidenced throughout in many ways. The heps will recognize such realistic bits as the Arkansas-drawling nurse, the Community Chest benefit factually it was at the Hill-crest Country Club benefit that Jolson came on last, after a dream benefit bill, and murdered an already satiated assemblage), the Hollywood producer who first saw Jolson in his home-town of Duluth (Buchman comes from there), and the like.

(Buchman comes from unere), and the like.

There are probably 20-30 song excerpts reeled off by Jolson, in greater or lesser degree, the musical montages being both brief and full as occasion warranted. Another skillful usage of the yesteryear pops has the titles symbolizing the action, such as "Baby Face" (when pitching at Miss Hale). "After You've Gone" 40n parting), etc.

"After You've cone on paring, etc.
Where "The Jolson Story" had its accent on nostalgia, the plus factor in "Jolson Sings Again" is that the nostalgia has been brought more up-to-date, blending the oldies with the background of

World War II; Mama Yoelson's pondering "what kind of a name is that for a singer, Bing, Bing?", etc. Both the Yoelsons and Jolie have their ears constantly attuned to the more modern pop song idioms of the day, as they come through the loudspeaker, and it is in that vein that Jolson is about to surrender to the fact that his hard-driving, song interpretations are obsolete compared to the languorous crooning styles of the present.

languorous crossing comes in the casting with Ludwig Donath and Tamara Shayne again reenacting Cantor Yoeison and Jolie's mama. Donath is master of every scene that runs the gamut from his Cantor Yoelson and Jolie's mama. Donath is master of every scene that runs the gamut from his secular obligations at the altar, in mourning for Mama Yoelson, to straighting for his headstrong son and squiring the beauteous nurse. Bill Demarest and Bill Goodwin are again cast as Jolson's Broadway buddies as manager and producer. Myron McCormick makes the role of the Hollywood producer gone Special Services officer believable, and gives life to the role of a hero-worshipping youth (back in Duluth when he first saw the great Jolson in "Bombo," "Robinson Crusee," etc.), and who is successful in capturing the Jolson talents for a Hollywood soundfilm. Among the intra-trade niceties, it should be pointed out here that Columbia prexy Harry Cohn and producer Buchman will never be accused of claiming false credit because a throwaway line gives recognition to the fact that "a certain Hollywood columnist" first gave them the idea of making a picture with and about Jolson. Considering the wealth of song material, the full story, and everything else that goes with it. "Jolson Sings Again" is a standout example on compact production technique. It undoubtedly tells an important Hollywood economy story because, for all its Technicolorful splash, skillful use of montages—to project that long period when Jolson was running away from himself by burying himself in racing stables, owning prizefighters, playing the spas, traveling with the seasons, etc.—has furthered the story at relatively worth the potential transport of the title player is even suaver than the

ly minor expense.
Parks' personation of the title
player is even suaver than the
original. Henry Levin's direction original. Henry Levln's direction is well paeed save for the opening reel when it's lethargic in accelerating, but by contrast the ensuing reelage is that much a plus factor. The initial slow pace matches the mood of the bewildered Jolson as his wife walks out on him. The musical mixing is a tribute to all concerned, from maestro Morris Stoloff to orchestrators George Duning and Larry Russel, musical advisor Saul Chaplin, et al. The lensing is lush, the production ultra, the end result socko. Abel.

Roseanna McCoy

ROSCANNA Met Oy

RKO release of Samuel Goldwyn production. Stars Farley Granger. Joan
Key, Richard Basehart, Glymono Markey, John Collier; from novel by Alberta Hannum; Loigh, Tradeshown Clymono, Frank Locser, Comera. Lee Garmes; Loigh, Tradeshown Clymono, Lind Running time, 100 MIX, Aug. 15, 49.

Running time, 100 MIX on Evans Bickford Rayme Bickford Rayme Bickford Rayme Bickford Rayme Bickford Rayme Bickford Raymer McCoy Marshall Thompson Phymer McCoy Phymer McCoy Marshall Thompson Phymer McCoy Phymer Mills Phymer Mills Phymer Mills Phymer Mills Phymer Mills Phymer Marshall Phymer Marsh

Out of that epic mountaineer saga of the Hatfields and the Mc-Coys. Samuel Goldwyn has fashioned a fresh and strikingly dramatic film in "Roseanna McCoy." This is tender love yarn unfolding to a smashing climax against a backwoods setting of love and vicelence. Despite the lack of high-powered marquee names, the film's moving counterpoint of romance and rousing action will corral hefty b.o. response.

Firstrate screenplay by John Col-

b.o. response.

Firstrate screenplay by John Coller has imaginatively tailored the historical facts for a tightly-knit cinematle framework. Literate, without being literal, script attempts to depict the hillfolk without recourse to the phony comicstrip image of the gulch-jumping hilbilly. The result is sombre and poetic, yet honestly human. Persuasive buckshot atmosphere of the pic is heightened by the superb scenic lensing and director Irving Reis' firm pacing of the action while never permitting the characterizations to tumble into caricature. ture

Attentiveness to the background details is matched by the sincerity of thesping. Cast standout is Gold-wyn's latest discovery, Joan Evans, who plays the lead. In her debut role before the cameras the young

Miniature Reviews

"Joison Sings Again" (Musical-Color) (Col). Socko!
"Roscanna McCoy" (RKO).
Moving drama based on the
McCoy-Hatfield feud; surefire

Moving drama based on the McCoy-Hatfield feud; surefire b.o.

"My Friend Irma" (Song) (Par). Transition of radio's dumb blonde to celluioid exploitable for hypoed bookings. "Father Was a Fullback" (20th). Highly amusing trials and tribulations of a university football coach and father. "Smoky Mountain Melody" (Music) (Col). Roy Acuff in lightweight western; lesser dual support. "The House Across the Street" (WB). Medium budgeted comedy-drama for program bookings. "The Mysterious Desperado" (RKO). Exceptionally good Tim Holt oater. Strong fare for the market. "Brimstone" (Rep). Rod Cameron, Walter Brennan ride the Trucolored range; okay for the action situations. "Hollywood Burlesque" (Continental.) Filmization of show in a burly house; biz depends on degrees of exploitation. "Obsession" (GFD). Britishmade murder thriller okay for U. S. duals. "Trottie True" (Rank). Strong Interest bringe to her actual and the strong in the strong in the strong in the supplementation of show in a burly house; biz depends on degrees of exploitation. "Obsession" (GFD). Britishmade murder thriller okay for U. S. duals. "Trottie True" (Rank). Bright British costume musical, in Technicolor.

actress brings to her natural physical assets the charm of an unsophisticated, yet easy manner. In this pic, she has the benefit of a glove-fitting part as a moonstruck McCoy helplessly in love with one of the hated Hatfield clan. As the latter, Farley Granger contrasts well with a tense and muscular performance. formance.

Simple yarn develops its tension by crossing the romantic pair against the smoldering feud of the two families. Opening quietly as a study of rural manners, the pic's tension mounts rapidly following the couple's elopement and their settlement in the Hatfield household. The feud finally breaks wide open when a mad Hatfield shoots down a McCoy youngster, precipitating massed warfare between the two families. At the windup, however, Granger and Miss Evans ride into the center of the fray, forcing a cease-fire order. It's suggested the feud ended right there and then.

then.

Superb supporting cast is headed by Raymond Massey, as the righteous-minded head of the McCoys, and Charles Bickford, as the rough but square-shooting leader of the Hatfields. Standout performances are also turned in by Richard Basehart, as a bloodthirsty feudist, Aline McMahon, as the McCoy matriarch; and Marshall Thompson, as one of the McCoy bys. Two Juve thespers, Gig Perroau and Peter Mills, also register with appealing naturalness. pealing naturalness.

beating naturainess.
Used only to background credits,
Frank Loesser's number, "Roseanna McCoy," is a solid tune. The
overall background score lends to
the impact while the pir's technical
aspects of lensing and editing are
handled flawlessly. Herm.

My Friend Irma

My Friend Irma
(SONGS)
Hollywood, Aug. 13.
Hol Richard Rhinelander Irma Peterson Steve Lairon Steve Lairon Seymour Prof. Kropotkin Mrs. Rhinelander Mr. Clyde Mr. Clyde Mrs. O'Reilly

Radio's "My Friend Irma" steps from the airwayes to celluloid in a not always graceful transition. The fun is piled on lavishly and the pace is furious, so the fact that ether producer Cy Howar-I and co-scripter Parke Levy forgot to take cognizance of the more tangible factors of the screen is glossed over considerably. While "Irma's" potentialities as film material are not fully realized upon, there's still fully realized upon, there's still enough frolleking and exploiting of the essentially funny character to rate a neat boxoffice payoff in those situations where pre-selling figures importantly. importantly.

Thanks to director George Marshall, the picture has a knowing sophistication of pre-adolescence, and the other in that exquisitely situation into yocks. He does it often in spanning the numerous story holes that spot the Howard-Levy script. Players answer well reen O'Hara who, incidentally, is problem enough, he has two young daughters, one with all the pseudo-House Across the Street" is okay. It has nothing particularly new or novel to recommend, was made on novel to recommend, was made on the treatment of the drama is light, the cast ment of the drama is light the cast (Continued on page 22)

to his helming, pulling all stops to milk each contrived antic and keep

to his helming, pulling all stops to milk each contrived antic and keep the pace going.

Most notable value of "Irma" is the introduction of two nitery comics who prove they have film possibilities if used properly and backed with the right kind of material. They are Dean Martin and Jerry Lewis, and the emphasis is on the latter. He is a very funny man, a mugger of ability whose timing wailops over many a guffaw. Martin is a handsome straight man singer and there are no complaints on his ability in that range. His voice is pleasant and easy, but his nightclub posturing needs toning down for films.

Title role is in the exacting hands of Marie Wilson and she belts it over for a solid click. The camera could have been kinder but Miss Wilson's talents for portraying the very acme of dumb blondeness has no peer and needs no "gauze" treatment, even though better lensing of her pulchritude would have been an asset.

Howard and Levy came up with nothing original for their plot. Miss Wilson and Diana Lynn are seen as roommates in a walkup apartment. Miss Lynn is eyeing the future with a rich husband. Miss Wilson wants only to be worthy of her sharp-shooting boyfriend, John Lund, a Runyonesque character who fancies himself as a glib promoter smart enough to avoid steady work.

Troubles for all concerned start when Lund tries to promote a sing.

who fancies himself as a glib promoter smart enough to avoid steady work.

Troubles for all concerned start when Lund tries to promote a singing career for Martin. Latter goes for Miss Lund, taking her mind off of concentrating on her rich boss, Don DeFore. The conclusion is foregone, but in working up to it, script has a twist or two and does a good job of setting up the clowning of Martin and Lewis.

Former sings three tunes by Jay Livingston and Ray Evans, all listenable. They include "Here's to Love," "Just for Fun." and "My Own, My Only, My Ali." The comics team on a socko rendition of "The Donkey Serenade," and Lewis has several solo moments that rate belly laughs, including his scene before a mirror when he practices termatics.

Lund does a very apt job of portraying his manufactured character, displaying a comedy ability that sells. Miss Lynn is able in her role, and DeFore gets the most from his scenes. Minor credits, all handled excellently, fall to Hans Conried, Kathryn Givney, Percy Helton, Gloria Gordon and others.

Hal Wallis' production gives the picture a good backing for exploitation selling, but he has allowed the footage to run overlength at 102 minutes. Howard served as associate producer, and Lee Tover did the lensing. There is a good musical background score by Roy Webb to help the fun.

Father Was a Fullback

Father Was a Fullback

Pather Was a Fullback

20th Fox release of Fred Kohlmar production. Stars Fred MacKurray, Maureen. O'Harni Seas Fred MacKurray, Maureen. O'Harni Seas Fred MacKurray Maureen. O'Harni Seas Fred MacKurray Maureen. Thelma Ritter. Natalie Wood, James G. Backus. Directed by John M. Stahl. Screenplay, Aleen Lealie, Casey Robinson, Mary Loos, Richard Sale; suggested by a Mary Loos, Richard Sale; suggested by a Aherni music, Cyrill Mockridge; editor, J. Watson Webb, Jr. Tradeshown Aug. 12, '49. Running time, 84 MINN. George Cooper. Maureen O'Hara George Cooper. Maureen O'Hara Ellea Cooper. Maureen O'Hara Ellea Cooper. Natalie Wood Prof. Sullivan James G. Rackus Mr. Jessop R. Rudy Yallee Geraldine Thelma Ritter George Cooper. Maureen O'Hara Cooper. Natalie Wood Prof. Sullivan James G. Rackus Thelma Ritter Cooper. Maureen G. Sullivan Jones McKey McCardle John McKee Policeman Mike MacCardle John McKee Policeman Glibert Barnett Delivery Boy Tommy Bernard Sallor Sallor Mike Mahoney Boy Tommy Bernard Sallor Announcer. Tom Handon Beilho Collece President. Forbes Murray Cheer Leader Lee MacGregor Bill Don Ilicks

Good, wholesome, human-interest

Good, wholesome, human-interest cood, wholesome, numan-interest comedy, slanted from the coach's rather than gridiron hero's, viewpoint, makes "Father Was a Fullback" very pleasant film fare. Word-of-youth will be in its favor. glving returns a chance to build beyond normal expectations in general situations.

eral situations.

A choice scripting job keeps the comedy on a human level, hoked up just enough to play the laughs strongly without losing the feeling of genuine man, wife and family relationship. On such a solid foundation, director John M. Stahl has built an engrossing, always amusing, motion picture that snaps along for a fast 84 minutes of highly entertaining fun.

The cast is as choice as the script.

highly entertaining fun.

The cast is as choice as the script for the interpretation they put on the material. Fred MacMurray portrays the coach of a losing state university football team. That isn't problem enough, he has two young daughters, one with all the pseudosphistication of pre-adolescence, and the other in that exquisitely yainful period of approaching young womanhood.

An understanding wife is Maus-

becoming one of the best exponents of helpmeet-mother on the screen today. She guides her troubled husband through his tribulations of

of helpmeet-mother on the screen today. She guides her troubled husband through his tribulations of losing games, sparring with Sunday morning quarterbacks and outraged alumni. The dialog between MacMurray and Miss O'Hara smacks of the earthy yak-yak that is batted about by any normal, real-life couple, with the added realism that springs from having two children beset with growing pains. Chief problems posed by the plot concern MacMurray's efforts to win a game so he can placate the alumni. He doesn't, but comes out ahead in the end because of how the problem of getting a beau for bobbysoxer daughter Betty Lynn is resolved. It's free-wheeling fun and a good half of the quips supplied by writers Aleen Leslie, Cascy Robinson, Mary Loos and Richard Sale will be lost to most audiences because of the laughter. MacMurray and Miss O'Hara team delightfully, responding expertly to Stahl's understanding guidance. Miss Lynn comes through in socko fashion as the daughter who's growing up. Natalie Wood is a joy as the youngest member of the family. Rudy Vallee gets over another of his prissy, celluloid-coilar types as prexy—of the alumni association.

Thelm Ritter scores as the laconic, cynical maid-of-all-work for the MacMurray family. James G. Backus is good as the professor friend, and there are strong small parts contributed by Richard Tyler and others.

Producer Fred Kohlmar has given the picture strong supervision to make the entertainment values top grade. Physical mounting captures the idea of college towns and families and expert lensing by Lloyd Ahern gives it a good display. Editing is tight. Brog.

Smoky Merrotain Melody

Smoky Mer sain Melody
(MUSIC)
Columbia relete of Colbert Clark production. Stars Roy Acuff. Directed by
Ray Nazarro. Story. Harry Shipman camera. Rex Wimpy; editor, Paul Borofay,
At New York. N. Y., week of Aug. 9, '89.
Roy Acuff Saddle Grease
Kid Giruce Corby. Russell Arms
Mary Files Sybii Merrit
Mid Giruce Corby. Roy Acuff
Dr. Moffett "Pappy" Cheshire
Mr. Crump "Pappy" Cheshire
Mr. Crump Terk Sybii Merrit
Mr. Crump Terk Sybii Merrit
Mr. Carolina Cotten
Tommy Darkin. Carolina Cotten
Tommy Darkin. Tommy Ivo

This differs from countless other oaters only in that it has Roy Acuff and his Smoky Mountain Boys to help over the slower passages. As such it will be passable as a supporting feature in certain localities. It runs too briefly to do as a single pic even where patrons crave westerns.

crave westerns.
"Smoky Mountain Melody" has Acuff as the music-loving tender-foot who makes good in the west by always doing the right thing at the right time. He manages to out-with the usual conniving lads even without resorting to a six-shooter. Story shows him inheriting the management of an extensive ranch on a three-month trial basis. This irks the late owner's two sons who bitterly resent being bossed around by their cousin.

bitterly resent being bossed around by their cousin. Per usual. Acuff succeeds despite some rather silly ideas he incorporates into the ranch management. The two sons try to frame him on a phoney stock deal but he is cleared in an easy way. In between, there is music, song and yodeling on an extensive scale. When such interpolations are inserted, the whole plot comes to a sudden halt. Acuff warbles nicely while his Smoky Mountain Boys group make well with the instrumental music and background sing. ing

Acuff resembles the Acuff resembles the typical short-legged cowboy type now current on the screen. He is by far happiest when singing or playing the fiddle. Supporting cast is no great shakes although Guinn Williams, as customary, chips in with a kindly sheriff heavy. Ray Nazarro's direction is bairly passable while Harry Shipman's story is strictly one of those things. Wear.

The House Across the

The House Across the

Street

Hollywood, Aug. 11.

Warner Bros. release of Sani Elkins production. Stars Wayne Morris, Init Paige, Bruce Bennett; ieatures Ar. Hale, James Mitchell Burger, Init Paige, Bruce Bennett; ieatures Ar. Hale, James Mitchell Bare. Screenplay. Hussell Hughes; from story by Roy Chauslet Hughes; from story by Roy Chauslet Gamera. William Snyder: musical work and the Armonic Market Milliam Snyder; musical work of the Market Hughes of Market Milliam Snyder Market Milliam Snyder Bruce Logical Greenel Bruce Logical Greenel Bruce Logical Greenel Barbara Bates Carl Schrader Barbara Bates Carl Schrader Ray Montgomery

Radio City Music Hall's Peak Biz Reaffirms It's a Tourist's Must

New York's Radio City Music Hall proved its right to its billing as an "American institution" this summer, aver industry observers. Despite the continued heat and generally slack business felt throughout the country, recap of MH. grosses shows that the sixweek run of "Look for the Silver Lining" (WB) and special July 4 stageshow garnered more income than the same length run of "Words and Music" and the special Christmas show during the holiday period last winter.

"Lining," during its six weeks.

period last winter.

"Lining." during its six weeks.
took in \$845,000. "W&M" grossed
just about \$800,000. While the glant
Rockfeeller showcase habitually
does well during the summer be-

just about \$800,000. While the glant Rockefeller showcase habitually does well during the summer because it is a "must" on the lists of the swarms of tourists who pour into New York, strength of the traw was unusual in the face of weather and general business conditions. It was about equal to last summer and better than 1946, when both factors were more favorable for filmeries.

Special July 4 show, in which fireworks were simulated by electricity, is figured by Russell V. Downing, Hall's managing director, to have accounted for a good bit of the biz. Part of the spectacular quality of the show was reflected directly at the b.o., he said, and part will be felt over a long period as a result of the word-of-mouth and publicity on the unusual display. Explaining the background, Downing declared:

"Along with other theatres, we

Downing declared:
"Along with other theatres, we felt a sharp slump in business the week after Easter. Perhaps our drop wasn't as bad as some houses, but it hurt. We figured we could either pull in our horns and retrench to absorb the loss of income or we could try to beat the slump by aggressive showmanship. We decided on the latter and gambled \$50,000 that the Fourth of July display cost that it would be worth that in getting added business. There's no need of saying that we're well pleased with the way the gamble turned out."

gamble turned out."

Independence Day special will be a regular summer fixture hereafter, Downing said, just as are the Easter and Christmas spectacles. Being considered is the addition of one more of these regular additions to the standard shows to give the Hall four specials a year. New the Hall four specials a year. New one would be an autumnal affair, marking the harvest season.

marking the harvest season.

World's largest theatre is not suffering the pangs of other Broadway houses in trying to line up product, Downing said. He disclosed that in next will be Alfred Hitchcock's "Under Capricorn" (WB), starring Ingrid Bergman and Joseph Cotten, to be followed by "That Forsyte Woman" (M-G) (formerly "The Forsyte Saga"), "The Heiress" (Par), and "On the Town" (M-G), "Town" will be the Christmas attraction, and it is hoped that (M-G). "Town" will be the Christ-mas attraction, and it is hoped that Metro's "In the Good Old Summer-time" and the next three pix will hold long enough so that no other films will have to be inserted.

films will have to be inserted.
Hall has made no change and expects to make none in its \$1.40 weekday and \$1.50 Saturday-Sunday top. Downing declared. "We don't think a reduction would bring about any improvement in business," he explained. "People just don't buy a ticket to a theatre. They buy a ticket to a theatre. They buy a ticket to a theatre they buy a ticket to a theatre they may be a ticket to a theatre. They buy a ticket to a theatre. They buy a ticket to a theatre they buy a ticket to a theatre they buy a ticket to a theatre. They buy a ticket to a theatre they buy a ticket to a more than the to see it was a more than the to see it was a more than the to be inserted.

N.Y. Giants Trailerizing Benefit Grid for N.Y. San.

Saranac Lake, N. Y., Aug. 16. Entire N. Y. Giants football team Entire N. Y. Giants football team put in an appearance at the Variety Clubs-Will Rogers hospital, preliminary to a benefit game which the pro team will stage during the fall for the hospital. Game, which will be played with another team in the National League, has been arranged by the N. Y. City Variety club. All proceeds will go to the Institute.

Gridders were headed by William Abbott, their publicity agent, and accompanied by a 20th-Fox camera man who shot the players in various poses with patients. Stills will be used as publicity for the forthcoming game.

N.Y. Film, Radio Setup Now Under Ed Van Kleeck

Albany, Aug. 16

Albany, Aug. 16
Streamlining of State Education
Department, brought a number of
changes, one being the transfer of
supervision of the picture division
and bureau of radio and visual aids
to Dr. Edwin R. Van Kieeck. His
new title is assistant commissioner
for adult education and special activities.

Dr. Lloyd L. Cheney has this di-vision under his wing but Commis-sioner Francis T. Spauding de-cided his dutles as assistant commissioner for personnol and ad-mlnistration were so extensive that censorship work should go to Van

CLARK'S NFS TO SERVICE FC AND REP IN PHILLY

Philadelphia, Aug 16.

In a movement to eliminate sep-arate backroom operations in ex-changes by film companies, both Film Classics and Republic have closed deals with the National Film closed deals with the National Film Service to take over those activi-ties, it has been learned. NFS, leaded by William Clark, will serv-ice both companies in their 31 ex-changes. Action by FC and Hep follows a similar arrangement made some time back by Eagle Lion. Clark outfit takes care of inspec-tion of negatives, storage and ship-ping thereby permitting its cus-

ping, thereby permitting its cus-tomers to close their backrooms. Payment is made on a per-reel

basis.
In inking a deal, NFS assumes contractual obligations with exchange workers' unions and takes over the personnel.

Par Joins the Junketing Stars Ballyhoo Parade

Stars ballynoo rarade
Star junkets on a wide scale in
which Paramount's top players will
tour the country in advance of release dates is henceforth the orderof-the-day, according to Max E.
Youngstein, Par's national ad-pub
director. Par is swinging into a
policy of personal appearances to
hypo bally on future releases as
"an operating principle," Youngstein declared. His decision
broadens the postwar trend in
which both 20th-Fox and Universal
are currently launched.

which both 20th-Fox and Universal are currently launched.

Ad-pub topper is definitely opposed "to the type of personal appearance which begins in New York and ends there." "I'm against one-shot junkets," he said. "For the same amount of money, a star can go to numerous exchange cities with far better results."

suits."
Under Par's revamped operations, the studio is being notified
months in advance of planned
tours, Yo ungstein explained.
"We're giving the lot that much
advance notice so that production
officials can finish any picture advance notice so that production officials can finish any picture work in time for a clear schedule." he added. Marie Wilson, star in Par's "My Friend Irma." was freed for her present two-week trek on two-months' notice to the

trek on two-months' notice to the studio.

Youngstein is already planning a junket for Bob Hope to help beat the drums for the comic's next film, "The Great Lover." Macdonald Carey, starred in "Song of Surrender," will come east to help Par in a big New England preem planned for the film. Current city-hopping by Corinne Calvet in advance of "Rope of Sand" is also an Instance of Par's new policy.

In another new project, Paramount is now engaged in an extensive mall campaign. Flackery sends literature to 17,500 exhibs weekly. Material describes Pareleases coming up and bally campaigns which have proved successful.

HOPE MAKES IT THIS TIME

'Death of a Salesman' To Be Filmed in N. Y.

Hollywood will get a brushoff in the filming of "Death of a Salesman." which Arthur Miller, author, and Elia Kazan, director, of the stage play, will shoot independently in N. Y.

Understood Lee J. Cobb, star of the legiter will play the same role

the legiter, will play the same role in the film, stated to start late in autumn, with Kazan directing and Miller doing the screenplay.

E. M. Loew's Test **Suit on Drive-Ins**

Washington, Aug.

The drive-in theatre is not a pa-Interview in treatre is not a pa-tentable invention, Loew's Drive-In Theatres, Inc., declared last week in a reply filed with the U. S. Supreme Court. Loew's asked the high court to reject a petition by Park-In Theatres, Inc., that it hear arguments on a part

that it hear arguments on an appeal in a test case over the refusal of Loew's to pay royalties.

E. M. Loew operates a chain of drive-ins running from Virginia up through New England. Originally he took out a license with up through New England. Originally he took out a license with Richard M. Hollingshead, Jr., who bullt the first drive-in in 1933 at Canden. N. J. Subsequently Loew decided it was not a bona fide invention and refused to pay further royalties.

fide Invention and refused to pay further royalties. Park-In (Hollingshead) won its suit in the trial court, but Loew obtained a reversal of this verdict in the 1st Circuit Court of Appeals in Boston. Several weeks ago Park-In asked the Supreme Court to decide once and for all whether the Hollingshead patents are valid and whether, in effect, all driveand whether, in enect, ail diversing theatres would be subject to royaltics. It pointed out that another Circuit Court has found in favor of Park-In in a somewhat similar case.

The Supreme Court will not detailed before October whether to

similar case.

The Supreme Court will not decide before October whether to hear the case. In its reply brief, Loew asserted:

"Petitioner burdens the court with a confusing and interminable phantasmagoria of unwarranted alegations and unsound contentions.

"Hoilingshead had merely applied and utilized the most elementary and familiar principles and expedients of theatre arrangement, iong practiced and used in locating, terracing and alming ordinary theatre seats for good vision with relations to a stage or screen. The indoor theatre, long prior to Hoilingshead, commonly had the essential counterparts of everything along in the Hollingshead. essential counterparts of every-thing shown in the Hollingshead

patent.
"An idea, such as the drive-in theatre, however new and useful, is not patentable and cannot impart patentability to means which are old or lacking in inventive genius."

Drive-Ins

Continued from page 4

eastern drive-ins to obtain better clearance, it is felt that the im-proved clearance problem will take proved clearance problem will take on national aspects with operators all through the country ready to take similar action for primary runs. Simon, who is handling the Moonlite and South Bend Auto Drive-in suits, now current in Chi federal district court, will seek first rederal district court, will seek rist run product for Rochester, N. Y., Ridge Pike, Pa., Philadelphia, and Buffalo drive-ins, all owned by Paul Wintneer, Cleveland. In addition, two other Buffalo outerles Delaware and Skyway, owned by Louis Drew and W. P. Rosenow, Louis Drew and W. P. Rosenow, will try to obtain better product.

Mpls. Drive-In Wins Early Pix Clearance

Minneapolis, Aug. 16.
One of this territory's drive-ins, the Duluth suburban Skyline, owned by Ted Mann and Charles Rubenstein, has finally crashed through the barriers imposed on early clearance for ozoners. Its demand for a 28-day run ahead of two nearby 56-day neighborhood houses and the Paramount circuit's downtown second-run Strand has been granted.

Throughout the territory until

granted.
Throughout the territory until now, drive-ins have been playing far behind all conventional stands for the most part.

Small Pulling Out All the Stops On 'Black Magic'; Real Test of Ballyhoo

Another Motion in 290G M-G 'Expendable' Award

M-G 'Expendable' Award

St. Louis, Aug. 16.
Federal Judge George H. Moore is mulling over a motion filed by Mrs. Beulah Greenwalt Walcher, former Army nurse and the "Peggy" in "They Were Expendable," who recently won a \$290,000 damage suit verdict from Loew's, Inc., to set aside his order for a new trial on the grounds the sum awarded was excessive.

A jury In Judge Moore's court fixed the amount of damages, based on Mrs. Walcher's contention that the film company invaded her privacy and falsely depicted her life without her permission. The picture was made from a book in which was also depicted Mrs. Walcher's career in the army and experiences during the fall of Batan. Defense counsel asked for a new trial on ground of the excessive verdict and, in granting it, Judge Moore said the sum probably was fixed as a result of "passion, prejudice and sympathy."

Mrs. Walcher, a former native, now resides in Denver.

Mrs. Walcher, a former native, now resides in Denver.

ROBSON AND WISE TEAM FOR OUTSIDE INDIE PIC

Hollywood, Aug. 16. Mark Robson, director of Scree plays' "Champion," and Robert Wise, who directed RKO's "Set-up," have joined in an Indie production unit. Each is slated to direct one

film apiece.
Partnered in the venture are
Phll Gersh, of the Jaffe agency,
and Theron Warth, who will produce. Group is seeking financing.
Robson's pact with Samuel Goldwyn, as does Wise's 20th-Fox
ticket, both permit outside deals.

Gardner Digs Down For Studio Equipment

Hollywood, Aug. 16.
Ed Gardner is reported spending about \$150,000 for film studio

ing about \$150,000 for him studies equipment to be used on his motion picture production project in San Juan, Puerto Rico.
Equipment in that sector is scarce and antiquated. Producer must furnish his own sound, lighting and camera facilities.

Memph's Second Surprise For 'Brave'; Biz OK Too

For 'Brave'; Biz OK Too Memphis, Aug. 16.
Without any political repercussions, "Home of the Brave" wracked up a solid \$14,000 in Its first week at the Malco theatre in Memphis. Pic's strong b.o. was further proof of Unlted Artists' contention that films with Negro themes can get good receptions in "doubtful territory."
Lloyd T. Binford, Memphis chief censor who formerly opposed the exhibition of pix with mixed casts, paved the way for "Home" by his surprise okay last week.

Plea for Non-Segregated Showing of 'Brave' Fails

Austin, Aug. 16. egated showing Austin, Aug. 16.

No non-segregated showing of
"Home of the Brave" is in the offing here despite picketing of the
Paramount by a small group of
white men. This house does not
have a separate section for ne-

have a separate section for negroes.

The pickets who said they were representatives of the Austin Young Progressives, passed out handbills protesting the segregated showings of the film. The circular urged all "democratic citizens" to fill out an attached coupon addressed to Louis Novy, Austin manager for Interstate Circuit, urging him to arrange an cuit, urging him to arrange an unsegregated showing of the pic.

Rosenberg's Indie

Frank P. Rosenberg's indie unit, Colony Pictures, begins shooting in New York Oct. 4 on its initial pic, "Night Cry."

Howard Duff will play the principal role of a police lieutenant in the yarn about the Gotham police j

That old battiecry—"We've got to return to old-fashioned showmanship"—will get its prime test today (Wednesday) with the opening of Edward Small's "Black Magic" in a flock of keys. Producer has spent about \$60,000 solely on exploitation and has pulled out the stops on every trick—no matter

stops ...
how corny — in the ...
manual.

Small is counting on the wild bally to give the Orson Welles starrer good openings. Exploitation can't be expected to help much beyond that. After opening hive up to the picture itself and the start of the picture itself and the picture itse the word-of-mouth it gets, strong grosses on opening days add hundreds of thousands of lars to a /film's final potential.
Thus the trade will be watching carefully to see if 60G spent on real old-fashioned bally is a worth-white investment.

while investment.

Closest recent approach to the gaffs and gags on "Magic" was RKO exploiteer Terry Turner's wholesale efforts on Merlan Cooper's "Mighty Joe Young." Turner went all-out for an area-wide preem in New England, and was found to have hit the b.o. jackpot there when the returns were tallied. However, pic has done almost as well in other parts of the country, where there was much less exploitation effort.

That doesn't mean that the

less exploitation effort.

That doesn't mean that the heavy plugging isn't considered worthwhile. A large portion of any exploitation must be considered aimed at exhibs rather than the filmgoing public. Thus reports of good business in premiere engagements—no matter how much was spent in filling the seats—has an important bearing in giving theatremen in other territories an urge to book the film and to pay higher rentals for it. This has much more to do with the final gross tally than the actual added patronage—no matter how large—at the ballied preems themselves. lled preems themselves.

2 Big Payoffs

Small has had two big stunts that have paid off with tremendous newspaper, radio and video space, the culmination coming last week the culmination coming last week with an eight-column banner head on page one of the New Orleans Item. Gags have received front page—and even editorial page—space in a couple dozen cities. There was also an 80-station Musullar and the state of the stat tual regional network show out of Cleveland and a 27-station Yankee

tual regional network show out of Cleveland and a 27-station Yankee network airer out of Boston.

Most successful stunt has been the sending on tour of four hynotists. Each is covering seven or eight citles. Tieup is that Welles in the picture plays the famed hypnotist of history, Cagllostro. The mesmo workers have been hypnotizing newspapermen — literally and figuratively—to get the tons of space.

Business that got the New Orleans Item front page banner was a demonstration by one of the svengalis that he could make a confirmed smoker abhor tobacco. In Plitsburgh another of the beady-eyed guys drew space during the heat wave by causing a gal to walk out in the sun in a fur coat with her teeth chattering from cold.

Hynotists and Burled-Alives
In every city, of course, a United Artists field man has made

In every city, of course, a United Artists field man has made sure the tleup is clear between the hypnotists and the picture. The second stunt with which they have garnered space and time are two caravans each with a person buried alive under six feet of earth on a trailer-truck. This links with a buried allye sequence in the film

allve under six feet of earth on a trailer-truck. This links with a buried allve sequence in the film.

Small has also received considerable publicity for "Magic" by contributing £1,000 (\$4,000 of the currency he has frozen in England to maintenance of Shirley Mae France and her entourage. Sixteen-year-old gal is getting set for a try at swimming the English Channel. She's to enter and come out of the water in a bathing suit with "Black Magic" emblazoned across it. Plc appeared in Life mag last week showing her in the suit.

suit.
Four hypnotists Small has working for him are Howard Klein, James Grippo, Eugene Bernstein and John Gordon Spalding. Overall exploitation on the pic is being handled by William Danziger for Small and Mori Krushen, United Artists' exploitation chief. They have 25 field men working exclusively on the film.

L.A. Up Sharply; 'Neptune' Splashes Smart \$56,000, 3 Spots, 'Young' Great 55G in 2, 'Hurricane' Good 43G in 4

Los Angeles, Aug. 16.

Firstrun biz this session is up sharply over last week, with four new bills teeing off. Best of these is "Mighty Joe Young." which is heading for great \$55,000 in two theatres. "Neptune's Daughter' also is a smart entry with \$56,000 looked for in three situations. "Slattery's Hurricane," playing in four houses, should hit good \$43,000. "Once More, My Darling," in four spots also, shapes to reach pleasing \$26,000. "Look for Silver Lining," third frame, should do \$22,500, big, in three locations. "Great Dan Patch" is reaching for good \$10,000 in final five days of second week, four spots.

four spots.

Estimates for This Week

Estimates for This week
Beverly Hills, Downtown, Hawali,
Hollywood Music Halls (Prin-Cor)
(834; 902; 1,106; 512; 512; 55-\$1)—
(Great Dan Patch" (UA) and
"Silent Conflict" (UA) (2d wk-5
days). Okay \$10,000. Last week,
nice \$25,000.

nice \$25,000.

Chinese. Loew's State, Loyola,
Uptown (FWC) (2,048; 2,404; 1,248;
1,719; 60-\$1) — "Slattery's Hurricane" (20th) and "I Lived TroLong" (Indie). Good \$43,000. Last
week, "You're My Everything'
(20th) and "Temptation Harbor"
(Mono) (3d wk-4 days), \$17,500.

Downtown, Hollywood, Wiltern (WB) (1,757; 2,756; 2,344; 60-\$1)—"Look for Silver Lining" (WB) (3d wk). Okay \$22,500. Last week, good \$36,300.

wKI. Okay \$22,500. Last week, good \$36,300.

Expytian, Los Angeles, Wilshire (FWC) (1,538; 2,097; 2,296; 60-\$1)

— "Neptune's Daughter" (M-G). Strong \$56,000. Last week, "Any Number Play" (M-G) (3d wk-4 davs), \$12,300.

Orpheum (D'town) (2,210; 60-\$1)

— "Gangster" (Mono) and "Dil-linger" (Mono) reissues). Good \$10,000 here with \$17,000 in 4 day-daters. Last week, "Not Wanted" (FC) and "Loveable Cheat" (FC) (2d wk-8 days), good \$12,500 here, with \$24,000 in 6 situations.

Pantages, Hillstreet (RKO) (2,812; 2,890; 50-\$1)—"Mighty Joe Young" (RKO) and "Make Mine Laughs" (RKO). Great \$55,000. Last week, "Mr. Soft Touch" (Col) and "Barbary Pirate" (Col) (2d wk), \$21,900.

Los Angeles, Hollywood Paramounts (F&M) (3,399; 1,451; 68,81)

Last week, "Mr. Soft Touch" (Col) and "Barbary Pirate" (Col) (2d wk), \$21.900.

Los Angeles, Hollywood Paramounts (F&M) (3,398; 1,451; 60-\$1) — "Great Gatsby" (Par) and "Ringside" (SG) (3d wk). Fair \$17,000.

Last week, \$21.300.

United Artists, Ritz. Studio City, Vogue (UA-FWC) (2,100; 1,370; 880; 885; 60-\$1)—"Once More, My Darling" (U) and "Sky Liner" (SG). Good \$18.500. Last week, "Blue Lagoon" (U) and "Hold That Baby" (Mono) (2d wk-6 days), \$16,300.

Esquire (Rosener) (685; 84-\$1.20)—"Never Give Sucker Break" (Indie) and "Bank Dick" (Indie) (resusues) (3d wk). Good \$3,700. Last week, \$3.400.

Fine Arts (FWC) (679; \$1.20-2.40) "Red Shoes" (EL) (33d wk). Oke \$5.000. Last week, \$5.400.

Four Star (UA-WC) (900; 74-\$1) —"Lost Boundaries" (FC) (2d wk). Holding at \$7,000. Last week, stout \$9.500.

Laurel (Roesner) (890; 85)—

\$9.500. Laurel (Roesner) (890; 85). "Quartet" (EL) (12th wk). Ne. et" (EL) (12th wk). Neat Last week, excellent \$5,-

'Everything' Leads All In Omaha, Tall \$11,000

Omaha, Aug. 16.
"You're My Everything" shapes
fast \$11,000 at Paramount. "Great
Gatsby" looks only good at Orpheum. Second week of "Barkleys
of Broadway" looms nearly as
stout as first at State.

of Broadway" looms narly as stout as first at State.

Estimates for This Week
Paramount (Tristates) (2,800; 16-65) — "You're My Everything" (20th). Beating bad weather for fancy \$10,000. Last week, "Any Number Play" (M-G), \$10,500.

Orpheum (Tristates) (3,000; 16-65)—"Great Gatsby" (Par) and "Tucson" (20th). Good \$10,000. Last week, "Bride of Vengeance" (Par) and "Daughter of West" (FC, \$9,500.

Brandels (RKO) (1,500; 16-65)—"Brandels (RKO) (1,500; 16-65)—"Doolins of Oklahoma" (Col) and "Air Hostess" (Col). Nice \$16,000, better than average for past month. Last week, "Dumbo" (RKO) and "Saludos Amigos" (RKO) (reissues) and "Seal Island" (RKO), \$8,000.

State (Goldberg) (865; 16-65)—"Barkleys of Broadway" (M-G) (2d wk). Big \$4,500. Last week, \$5,600.

Broadway Grosses

Estimated Total Gross
This Week\$582,000
(Based on 18 theatres)
Last Year\$590,000
(Based on 14 theatres.)

'Joe Young' Giant \$29,000, Det. Ace

Detroit, Aug. 16.

Mighty bally for "Mighty Joe
Young" is bringing terrific session
to Palms. Otherwise biz is spotty
with holdovers better than new entries. "Too Late for Tears" at
United Artists, and "Scene of
Crime" at Downtown, are both
slim.

United Artists, and "Scene of Crime" at Downtown, are both slim.

Estimates for This Week
Fox (Fox-Mich) (5,000; 70-95)—
"You're My Everything" (20th) and "Ringside" (SG) (2d wk). Fair \$20,000. Last week, \$26,000.

Michigan (United Detroit) (4,000; 70-95)—"Great Gatsby" (Par) and "Special Agent" (Par) (2d wk). Oke \$17,000. Last week, nice \$24,000.

Palms (UD) (2,900; 70-95)—"Mighty Joe Voung" (RKO) and "Mighty Joe Voung" (RKO) and "Night Unto Night" (WB) (2d wk), trim \$15,000.

Last week, "Love Happy" (UA) and "Night Unto Night" (WB) (2d wk), trim \$15,000.

United Artists (UD) (2,000; 70-95)—"Late for Tears" (UA) and "Crime Doctor's Diary" (Col). Slim \$11,000. Last week, "Home of Brave" (UA) and "Singing Dude" (UA) (3d wk), \$15,000.

Madison (UD) (1,800; 70-95)—"Massacer River" (Mono) and "Bomba" (Mono). Fair \$12,000.

Last week, "Silver Lining" (WB) and "Hellfire" (WB) (3d wk), fancy \$10,000.

Adams (Balaban) (1,700; 70-95)—
Adams (Balaban) (1,700; 70-95)—

\$10,000.

Adams (Balaban) (1,700; 70-95)—
"Any Number Play" (M-G) and
"Pack Up Troubles" (M-G) (reissue) (2d wk). Good \$12,000. Last
week, big \$16,000.

Downtown (Balaban) (2,900; 7095)—"Scene of Crime" (M-G) and
"Unknown Guest" (Mono). Slow
\$9,000. Last week, "Illegal Entry"
(U) and "Omoo" (SG), \$7,000.

Entry' Mild \$9,000 In Denver; 'Jennie' \$18,000

Denver, Aug. 16.

"Look For Silver Lining" is topping the town this week, playing at the Broadway and two drive-ins. It will get a fourth stanza at the Broadway. "Portrait of Jennie" shapes good at Denver and Esquire. "Illegal Entry" is only fair in two spots.

shapes good at Denver and Esquire.
"Illegal Entry" is only fair in two
spots.

Estimates for This Week
Broadway (Wolfberg) (1,500; 3574)—"Silver Lining" (WB) (3d wk),
day-date with East, West drive-ins.
Fair \$6,500. Holds again. Last
week, nice \$7,500.

Denham (Cockrill) (1,750; 35-70)
—"Great Gatsby" (Par) (2d wk).
Down to \$8,500. Last week, good
\$10,500.

Denver (Fox) (2,525; 35-74)—
"Portrait of Jennie" (SRO) and
"Air Hostess" (Col), day-date with
Esquire. Nice \$15,000. Last week,
"Home of Brave" (UA) and "CMan" (FC), big \$18,000.

East Drive-In (Wolfberg) (1,000
Cars; 74c)—"Silver Lining" (WB),
also Broadway and West Drive-In.
Fine \$9,000. Last week, subsequent-run.
Esquire (Fox) (742; 35-74)—
"Portrait of Jennie" (SRO) and
"Air Hostess" (Col), day-date with
Denver. Good \$3,000. Last week,
"Home of Brave" (UA) and "CMan" (FC), same.
Orpheum (RKO) (2,600; 35-74)—
"Neptune's Daughter" (M-G) (2d
wk) Okay \$11,000. Last week, big
\$19,000.

\$19,000.

Paramount (Fox) (2,200; 35-74)—
"Illegal Entry" (U) and "Fighting Fools" (Mono), day-date with Weber. Mild \$7,000. Last week, "Red Menace" (Rep) and "Hellfire" (Rep), \$65,500.

ber. Mild \$7,000. Last week, "Red Menace" (Rep) and "Hellfire" (Rep) \$6,500.

Webber (Fox) (750; 35-74)—"Illegal Entry" (U) and "Fighting Fools" (Mono), also Paramount. Slim \$2,000 or less. Last week, "Home of Brave" (UA) and "C-Man" (FC) \$2,200.

West Drive-In (Wolfberg) (1,000 cars; 74c)—"Silver Lining" (WB). also Broadway and the East Drive-In. Nice \$8,500. Last week, subsequent-run.

Mont'l; 'Beach' \$15,000

Montreal, Aug. 16.
Biz shapes mildish here despite break in heat wave and new pix. Outstanding is "Stratton Story" at the Princess. "Girl From Johes Beach" looks okay at Palace.

Estimates for This Week
Loew's (C.T.) (2,855; 40-65)—
"Fountainhead" (WB) (2d wk). Down to \$9,000 after big first at \$14,500.

Capitol (C.T.) (2,412; 34-60)—
"Sand" (20th). Good \$12,000. Last week, "House of Strangers" (20th) (2d wk), \$8,000.

Palace (C.T.) (2,625; 34-60)—"Girl Jones Beach" (WB). Okay \$15,000. Last week, "Any Number Play" (M-G) (2d wk), \$8,000.

Princess (C.T.) (2,131; 34-60)—
"Stratton Story" (M-G). Sock \$13,000. Last week, "Any Number Play" (Par) (2d wk), \$7,000.

Imperial (C.T.) (1,639; 26-45)—
"Flaxy Martin" (WB) and "Christopher Blake" (WB). Mild \$5,000.

Last week, "Criss Cross" (U) and "Blondie Jackpot" (Col), \$9,500.

Orpheum (C.T.) (1,040; 34-60)—
"Late for Tears" (UA) and "Leave It Henry" (UA). Nice \$6,000. Last week, "Lady Burlesque" (UA) and "Guest in House" (UA) (reissues), \$5,000.

Abbott-Costello Loud \$12,000, D.C.

Washington, Aug. 16.

Sole standout in a very dull week here is "Great Sinner" at Loew's Palace, which looks good despite crix pannings. However, "Great Gatsby" opened equally well there last week, but fizzled out to sag well below expectations. "Abott-Costello Meet Killer" will be nice at Keith's.

Estimates for This Week
Capitol (Loew's) (2,434; 44-85)—
"One False Step" (U) plus vaude. Mild \$19,000. Last week, "Good Old Summertime" (M-G) plus vaude (2d wk), \$21,000.

Keith's (RKO) (1,939; 44-80)—
"Meet Killer Karloff" (U). Better than average \$12,000 for this new Abbott-Costello here. Last week, "Lady Gambles" (U) (2d wk), fair \$7,500.

Metropolitan (WB) (1,163; 44-

Metropolitan (WB) (1,163; 44-80)—"One Last Fling" (WB). Skimpy \$5,000. Last week, "Girl Jones Beach" (WB) (2d run), okay

\$6,000.

Palace (Loew's) (2,370; 44-74)—
"Great Sinner" (M-G). Leads the town at hefty \$22,000. Last week, "Great Gatsby" (Par). disappointing \$19,000, despite brisk start.

Playhouse (Lopert) (432; 50-85)
—"One Woman's Story" (U) (2d wk). Holding nicely with \$4,800 after solid \$6,000 last week. Stays on.

Warner (WR) (2,184, 44-74).

on.

Warner (WB) (2,164; 44-74)—
"Lust for Gold" (Col). Flimsy
\$13,000. Last week, "Silver Lining" (WB) (2d wk), fair \$11,000.

Trans-Lux (T-L) (654; 44-80)—
"Home of Brave" (UA) (2d wk).
Fast \$10,000 after record-breaking
\$15,000 for opener. Stays on indef.

'Edward' Solid \$15,000 In L'ville; 'Steal' Big 12G, 'Gold' Slight 6G Louisville, Aug. 16.

Louisville, Aug. 16.

Brace of solid pix in town this week, and both are garnering nice biz. Number one is "Edward, My Son." at State, shaping plenty strong, while "Big Steal," at Rialto, also is healthy. National is perking, with lineup of seven standard vaude acts, and dual film bill.

Estimates for This Week
Mary Anderson (People's) (1,400; 45-65)—"Lust for Gold" (Col). Modest \$6,000. Last week, "Silver Lining" (WB) (2d wk), okay \$7,000.
National (Standard) (2,400; 50-65)—"Lost Tribe" (Col) and "Shut Big Mouth" (Col) (reissue) with 7-act vaude bill onstage. Likely good \$7,500. Last week, "Lovable Cheat" (FC) and "Hit Parade" (Rep) (reissues) plus vaude topped by Toni Harper, \$8,000.

Rialto (Fourth Avenue) (3,000; 45-65)—"Big Steal" (RKO) and "Bad Boys" (Mono). Nice \$12,000.
Last week, "House of Strangers" (20th). mild \$9,000.

State (Loew's) (3,000; 45-65)—"Edward, My Son" (M-G) and

State (Loew's) (3,000; 45-65)— "Edward, My Son" (M-G) and "Caught" (M-G). Rating top atten-tion this week at solid \$15,000. Last week, "Good Old Summertime" (M-G) and "Slightly French" (Col),

\$14,000.

Strand (FA) (1,000; 45-65)—"Red Canyon" (U) and "Amazon Quest" (FC). Likely good \$6,000. Last week, "Bride of Vengeance" (Par) and "Strange Case Mrs. Crane" (EL), \$5,000.

'Stratton' Sturdy 13G, Mont'l; 'Beach' \$15,000 Vaude Boosts 'Quietly' To Standout Biz in Hub, \$26,000; 'Lucasta' Okay 32G

Key City Grosses

Estimated Total Gross
This Week.....\$2,605,000
(Based on 24 cities, 194
theatres, chiefly first runs, including N. Y.).
Total Gross Same Week
Last Year....\$2,764,000
(Based on 22 cities and
202 theatres.)

'Feeling' \$30,000 In Hotcha Philly

Philadelphia, Aug. 16.
Break in the record heat is being reflected in firstrun biz here, with weekend trade generally kited. "It's Great Feeling" is pacing the town at Mastbaum, but not smash. "Not Wanted" looms smash at smaller Stanton. "Manhandled" is not so hot at Aldine.

Estimates for This Week
Aldine, WB) (1 303: 50-99)

Estimates for This Week
Aldine (WB) (1,303; 50-99) —
"Manhandled" (Par). Not so hot
\$8,500. Last week, "Dumbo" (RKO)
and "Saludos Amigos" (RKO) (reissues), nice \$10,000.
Boyd (WB) (2,360; 50-99)—"Great
Sinner" (M-G) (2d wk). Okay \$18,500 after big \$25,000 opener.
Weeks (WB) (2,70), 50,00)

Earle (WB) (2,700; 50-99) — "Home of Brave" (UA) (2d wk). Hefty \$24,000 after great \$32,000 opener.

Hefty \$24,000 after great \$32,000 opener.

Fox (20th) (2,259; 50-99)—"You're My Everything" (20th) (3d wk). Snappy \$13,000 in five days. Last week, \$18,000.

Goldman (Goldman) (1,200; 50-99)—"Any Number Play" (M-G) (4th wk). Fair \$8,500. Last week, \$10,000.

Karlton (Goldman) (1,000; 50-99)—"Great Gatsby" (Par) (3d wk). Passable \$9,000. Last week, \$12,000. Mastbaum (WB) (4,360; 50-99)—"Great Feeling" (WB). Nice \$30,-000. Last week, "Silver Lining" (WB) (3d wk). \$14,500. Stanley (WB) (2,950; 50-99)—"Anna, Lucasta" (Col) (2d wk). Down to \$16,000 after neat \$24,000 take-off.

Stanton (WB) (1,475; 50-99)—"Not Wanted" (FC). Big \$17,000. Last week, "Savage Splendor" (RKO) and "Seal Island" (RKO) (2d wk), \$8,500.

Trans-Lux (T-L) (500; \$2,40-\$1,20) "Red Shoes" (EL) (34th wk). Record run getting \$4,500. Last week, \$4,700.

'Everything' Tops Port., Great \$17,000, 'Oz' 14G

Portland, Ore., Aug. 16.

"You're My Everything" at Oriental and Paramount is doing great biz along with "Wizard of Oz" on reissue at the Broadway. This is the first time a reissue has played a J. J. Parker house. "Outpost in Morocco" looks okay at Mayfair.

Estimates for This Week

Broadway (Parker) (1,832; 50-85)
—"Wizard of Oz" (M-G) (reissue)
and "Castaway" (Rep). Terrific \$14,000. Last week, "Fountainhead" (WB) and "One Last Fling" (WB) (2d wk), \$6,600.

Mayfair (Parker) (1,500; 50-85)—
"Outpost in Morocco" (UA) and
"Gay Amigo" (UA). Okay \$6,000.
Last week, "Manhandled" (Par)
and "Special Agent" (Par), siim

\$4,000.

Oriental (H-E) (2,000; 50-85)—

"You're My Everything" (20th) and

"The Fan" (20th), day-date with
Paramount. Excellent \$5,000. Last
week, "Great Gatsby" (Par) and

"Daughter of West" (Rep.), \$3,200.

Orpheum (H-E) (1,750; 50-85)—
"Not Wanted" (FC) and "Man
About House" (20th). Good \$9,000.
Last week, "Great Gatsby" (Par)
and "Daughter of West" (Rep), \$7,-600.

Paramount (H-E) (3,400; 50-85)—
"You're My Everything" (20th) and
"The Fan" (20th), also Oriental.
Big \$12,000 or near. "Gunga Din"
(IKO) and "Lost Patrol" (RKO)
(reissues), nice \$7,500.
United Artists (Parker) (895; 5085)—"Secret Garden" (M-G). Mild
\$6,500. Last week. "Stratton Story"
(M-G) (4th wk), big \$6,700.

Sisk Building Texas Houses
Lewisville, Texas.
Construction started here by M.
A. Sisk of a 650-seater including

Boston, Aug. 16.

Biz is shaping up a little better around town this stanza. Still leading the pack is the RKO Boston in the second week of new vaude policy with "Follow Me Quletly." Take One False Step." at Memorial; "You're My Everything," at Met, and "Anna Lucasta" at Orpheum and State should wind up fairly strong.

Estimates for ""."

Astor (Jaycox) (1,200; 40-85)—
"Lost Boundaries" (FC) (5th wk).
Not bad \$8,000. Last week, nice
\$9,500.

Boston (RKO) (3,200; 55-85)—
"Follow Me Quietly" (RKO) plus vaude with Artie Dann. Sock \$26, 000. Last week, "Roughshod" (RKO) and preem of Palace vaude, \$30,000.

Fenway (NET) (1,373; 40-85)—
"Massacre River" (Mono) and "Spe-cial Agent" (Par). Mild \$5,000. Last week, "Girl Jones Beach" (WB) and "Alimony" (EL) (2d wk), \$4,500.

(WB) and "Allmony" (EL) (2d wk), \$4,500.

Mayflower (ATC) (700; 40-85)...
"Not Wanted" (FC) (3d wk). Fair \$5,000 after \$6,200 for second.
Memorial (RKO) (3,500; 40-85)...
"One False Step" (U) and "My Brother's Keeper" (EL). Nice \$20,000. Last week, "Doolins of Oklahoma" (Col) and "Conspiracy in Teheran" (Indie), \$23,000.
Metropolitan (RET) (4,376; 40-85)...
"You're My Everything" (20th) and "Flaming Fury" (Rep). Okay \$20,000. Last week, "Silver Lining" (WB) and "One Last Fling" (WB) and "One Last Fling" (WB) and "One Last Fling" (WB). All (100) (

Heat Melts Mpls. B.O. But 'Summertime' Warm \$17,000; 'Lady' Oke 10G

\$17,000; 'Lady' Oke 10G

Minneapolis, Aug. 16.
Grosses continue to suffer from sizzling heat here. Trio of major newcomers boasts at least enough overall strength despite this to chalk up a respectable boxoffice showing. "In the Good Old Summertime" is topper while "Great Gatsby" also is nice. Holdovers are more in evidence again than recently.

Estimates for This Week
Lyrle (Par) (1,000; 50-70) —
"Colorado Territory" (WB) (m.o.).
Moved hère following brisk trade at State. Healthy \$5,200. Last week, "Outpost in Morocco" (UA) (2d wk), neat \$5,000.

Radio City (Par) (4,000; 50-70)—
"Good Old Summertime" (M-G).
"Good Old Summertime" (M-G).
"Bulling them in for good \$16,000.

RKO-Orpheum (RKO) (2,800; 50-70)—
"Lady Gambles" (U). Okay \$10,000 in prospect. Last week, "Silver Lining" (WB), neat \$12,500.

RKO-Pan (RKO) (1,600; 50-70)—
"Silver Lining" (RKO) (m.o.).
Rolling at nice \$7,000. Last week, "Not Wanted" (PC), good \$8,500.

State (Par) (2,300; 50-70)—
"Great Gatsby" (Par). Brisk \$13.900 likely. Last week, "Colorado Territory" (WB), \$12,000.

EVERYTHING' LOFTY \$10,500 IN TORONTO

\$10,500 IN TOKONIU

Toronto, Aug. 16.

"You're My Everything" is topping the town with big Shea week. Fourth week of "Home of Brave" still is strong. "Edward, My Son" is also passably good.

Estimates for This Week.

Downtown, Glendale, Scarboro, State (20th) (1,059, 955, 698, 694; 36-60)—"Tarzan's Magic Fountain (RKO) and "My Dog Rusty" (Col). Okay \$10,000. Last week, "Hell-fre" (Rep) and "Hold That Baby" (Mono), good \$12,000.

Imperial (FP) (3,373; 40-70)—"House of Strangers" (20th) (2d wk). Fine \$8,000 after last week's husky \$11,000.

Loew's (Loew) (2,096; 40-70)—"Neptune's Daughter" (M-G) (3d (Continued on page 24)

Despite Muggy Weather, Chi Stout; 'My Baby' Terrif \$25,000, 'Lining' With Eckstine Socko 70G, 'Crime' 18G

Chicago, Aug. 16.

Despite muggy weather first part of the week and All-Star football game Friday (12). Loop film grosses are holding up well. World preem are holding up well. World preem are holding up well. World preem some the first part of "Yes Sir, That's My Baby" at Roosevelt attended by film celebs rocketed the Roosevelt to best take this year with glant \$25,000 in sight. "Silver Lining" at the Chicago hypoed by Billy Eckstine p.a. is pushing up to sock \$70,000. "Scene of Crime" at United Artists looks nity \$18,000. "Doolins of Oklahoma" and "Lost Tribe" at the Garrick is shaping to pert \$8,000. Holdovers appear the strongest in months, with "Mighty Joe Young" at Grand racking up lush \$18,000 for second round. "Calamity Jane" at Palace looks trim \$14,000. Second frame of "You're My Everything" boosted by George Jessel and Kitty Kallen topping stageshow is heading for crisp \$45,000 at Oriental. "Good Old Summertime" at State-Lake is sturdy with \$17,000.

Estimates for This Week Chicage (B&K) (3,900; \$50-89) — "Silver Lining" (WB) with Billy Eckstine in person. Sock \$70,000. Last week, "Take One False Step" (I) with Dennis Day unit onstage, \$88,000.

Garrick (B&K) (900; \$50-89) — "Pooline of Oklahoms" and "Pooline o

8,000.

Garriek (B&K) (900; 50-98) —

Boolins of Oklahoma" and "Lost

Tribe" (Col). Okay \$8,000. Last

teek, "Movie Crazy" (Indie) (re
ssue) (2d wk), \$6,000.

Grand (RKO) (1,500; 50-98) —

Mighty Joe Young" (RKO) (2d

tk). Sensational \$18,000. Last

reek, \$25,000.

reck. \$25,000.
Oriental (Essaness) (3,400; 50-8) — "You're My Everything"
20th) with George Jessel and
(itty Kallen heading vaude (2d
(k). Smart \$45,000. Last weck,

wix. Smart \$45,000. Last week, \$36,500. Palace (RKO) (2,500; 50-98) — "Calamity Jane" (U) and "Cheated the Law" (20th) (2d wk). Nifty \$14,000. Last week, \$20,000. Raito (indie) (1,700; 50-98) — "Miracle of Life" (indie) (2d wk). Strong \$10,000. Last week, \$11,900. Roosevelt (B&K) (1,500; 50-98)— "Yes Sir. That's My Baby" (U) World preem set this one off with flying colors for best gross this year here at \$25,000 likely. Last week, "Great Dan Patch" (UA) (2d wk), \$7,500. Selwyn (Shubert) (1,000; 1.20-240)—"Red Shoes" (EL) (34th wk). Holding well at \$6,400 sighted. Last week, \$6,800. State-Lake (B&K) (2,700; 50-98)—"Good Old Summertime" (M-G). 2d wk), Bright \$17,000. Last week, \$23,000. United Artists (B&K) (1,700; 50-98) — "Scene of Crime" (M-G). The service of Crime (M-

Woods (Essaness) (1,073; 98) —
"Champlon" (UA) (5th wk).
Staunch \$13,000. Last week,

World (indie) (587; 80)—"Bank Dick" (Indie) and "My Little Chickadee" (Indie) (reissues) (3d wk), Excellent \$4,500. Last week,

Lucasta' Dull \$8,000 In Indpls.; 'Strangers' 9G

Indpls.; 'Strangers' 96

First Indianapolis, Aug. 16.
First run film biz, which has been getting better here, has stubbed its toe this week. Steaming heat and Sunday cloudburst are holding down all grosses to moderate levels, "Girl from Jones Beach," at Circle, is topper. "Anna Lucasta," at Loew's and "House of Strangers," at Indiana are pulling less than expected, both being slow.

Estimates for This Week Circle (Gamble-Dolle) (2,800; 4-65)—"Girl Jones Beach" (WB). Oke \$11,500, Last week. "Blocke" (WB). Distall" (RKO) add "Blackie's Chinese Venture" (Col.), \$9,000.
Indiana (G-D) (3,300; 44-65)—"House of Strangers" (20th) and "Bad Boy" (Mono). Slow \$9,000. Last week, "Silver Lining" (WB) and "One Last Filng" (WB), nice \$13,000.

\$13,000. Last Fing" (WB), nice \$15,000. Loew's (Loew's) (2,427; 44-65)—

"has Lucasta" (Ce)) and "Lone 'solo and His Lady" (Co). Dull \$3,000. Last week. "Any Number (Co), dand "Secret St. ives" (Co), dandy \$14,000. Lyrie (G-D) (1,600; 44-65)—

"Massacre River" (Mono) Fair 35,500. Last week, "Red Menace" (Rep) and "Flaming Fury" (Rep), \$3,000.

Estimates Are Net

Film gross estimates as re-ported herewith from the variported nerewith from the vari-ous key cities, are net, i.e., without the 20% tax. Distribu-tors share on net take, when playing percentage, hence the estimated figures are net in-

The parenthetic admission prices, however, as indicated, include the U. S. amusement tax.

Heat Bops St. Loo; 'Gatsby' \$16,000

St. Louis, Aug. 16.

Hot humid weather over weekend is sloughing trade at big firstruns here this round. "Great Gatsby" looks to grab biggest share of mild pickings at the midtown Missouri. "You're My Everything" is just okay at the St. Louis.

Estimates for This Week Ambassador (F&M) (3,000; 50-75)—"Girl Jones Beach" (WB) and "Lust for Gold" (C01) (m.o.). Okay \$9,000. Last week, "Silver Lining" (WB) and "Adventure Baltimore" (RKO), same.

Loew's (Loew) (3,172; 50-75)—Any Number Play" (M-G) and "Boston Blackie's Chinese Adventure" (C01) (2d wk). Down to \$14-000 following sock \$21,000 first session.

Missouri (F&M) (3,500; 50-75)—("Great Gatsby" (Par) and "Bride of Vengeance" (Par). Good \$16,000 or near. Last week, "Girl Jones Beach" (WB) and "Green Promise" (RKO) (2d wk), \$9,500.

St. Louis (F&M) (4,000; 50-75)—"You're My Everything" (20th) and "One Last Fling" (WB). Okay \$14,000. Last week, "Lust for Gold" (C01) and "Massacre River" (Mono), \$13,000.

'Young' Wow \$30,000 In Frisco; 'Lining' Rousing 25G, 'Sinner' Good 20G

San Francisco, Aug. 16.
Weekend Moose Lodge parade is not keeping tourists from spending, with the result that many spots are booming this stanza. Standout is "Mighty Joe Young" with terrific certion at Coldon Cate Also speech pooming this stanza. Standout is "Mighty Joe Young" with terrific session at Golden Gate. Also smash is "Silver Lining" at Paramount. "Great Sinner" looms lusty at Warfield. This strong, new product is hurting many holdovers, bulk of these showing sharp dips from first rounds.

Estimates for This Week
Golden Gate (RKO) (2,844; 60-85)—"Mighty Joe Young" (RKO) and "Make Mine Laughs" (RKO). "And "Walley of Sun" (RKO) (relissues), \$11,000.

Fox (FWC) (4,651; 60-95)—"You're My Everything" (20th) and "Hold Baby" (Mono) (2d wk). Off sharply to \$10,000. Last week, good \$22,000.

Warfield (FWC) (2,656; 60-85)—

2,000. Warfield (FWC) (2,656; 60-85)-Warneld (FWC) (2,050; 00-65)— "Great Sinner" (M-G) and "For-gotten Women" (Mono). Lofty \$20,000. Last week, "Good Old Summertime" (M-G) and "Temp-tation Harbor" (Mono) (3d wk), fair

\$10,500.

Paramount (Par) (2,646; 60-85)—
"Silver Lining" (WB) and "House Across Street" (WB). Sunsah \$25,000. Last week, "Girl Jones Beach" (WB) and "One Last Fling" (WB)

(2d wk), okay \$13,000. St. Francis (Par) (1,400; 60-85)— "Wizard of Oz" (M-G) (reissue) (4th wk). Off to \$6,500. Last week,

"Wizard of to \$6.500. Last week, sock \$8.000.

Orphoum (No. Coast) (2.448; 55-85)—"Calamity Jane" (U) (2d wk). Down to thin \$4.500 in 5 days. Last week, pleasing \$15.000.

United Artists (No. Coast) (1.207; 55-85)—"Great Dan Patch" (UA) (2d wk). Sagging to slim \$9.000 in 5 days. Last week, oke \$6.500.

Esquire (No. Coast) (955; 55-85)—"Passionnelle" (Indie) and "Torment" (Indie). Big \$8.000. Last week, "Johnny Stool Pigeon" (U) and "Rim of Canyon" (Col) (m.o.) good \$4.800.

Clay (Roesner) (400; 65-85)—"Fanny" (Indie) (3d wk). Good \$2.500. Last week, \$2,700.

'Brimstone' Robust 10G, Seattle; 'Lucasta' 11G

Dismal takings loom this week in most spots, with plethora of holdovers being blamed. "Brim-stone" is best of newcomers at Coliseum. "Anna Lucasta" shapes disappointing at Orpheum.

Estimates for This Week

Blue Mouse (H-E) (800; 50-84)—
"Not Wanted" (FC) and "Flaming
Fury" (Rep) (3d wk). Fair \$2,500 in
6 days after sweet \$4,200 last ses-

6 days after sweet \$4,200 last session.

Coliseum (H-E) (1,877; 50-84)—
"Brinstone" (Rep) and "Trail Yukon" (Mono) Fine \$10,000 or near. Last week, "Reign Terror" (EL) and "Sleeping Car" (EL), \$9,300

(EL) and "Sleeping Car" (EL), \$9,800.

Fifth Avenue (H-E) (2,349; 50-84)
"Summer Time" (M-G) and "Arctic
Manhunt" (U) (2d wk). Great \$9,000 after \$13,700 last week.
Liberty (Theatres, Inc.) (1,650;
50-84)—"Stratton Story" (M-G)
(6th wk). Big \$6,000 in 6 days. Last
week, \$7,600.

Music Hall (H-E) (2,200; 50-84)—"My Everything" (20th) and "Forgotten Women" (Mono) (2d wk).
Okay \$6,000 after nice \$9,100 last
stanza.

Okay \$6,000 after nice \$9,100 last stanza.

Orpheum (H-E) (2,600; 50-84)—
"Anna Lucasta" (Col) and "Devil's Henchmen" (Col). NSH \$11,000.
Last week, "Silver Llning" (WB) and "Last Fling" (WB) (2d wk), oke \$7,700.

Palomar (Sterling) (1,350; 40-65)—"Lust for Gold" (Col) (2d run), plus dance school revue onstage. Nice \$7,000. Last week, "Champion" (UA) (2d run), and stageshow, \$5,500.

Paramount (H-E) (3,039; 50-84)—"Africa Screams" (UA) and "Hellfire" (Rep) (2d wk). Down to \$5,000. Last week, good \$11,300.

'Hurricane' Lusty \$12,000 in Prov.

Old practice of blaming heat vaves for drop in biz on main stem was definitely discarded during past week hereabouts. The only way to get cool for a large segment of the pop was in the theatres, and they flocked in. Weekend drop in temp and threatening rain kept the usual beach crowd at home. "Any Number Can Play" at Loew's State shapes nice while Majestic looks sturdy with "Slattery's Hurricane." "Anna Lucasta"

looks weakest of holdovers.

looks weakest of holdovers.

Estimates for This Week

Albee (RKO) (2,200; 44-65)—
"Not Wanted" (PC) and "Amazon
Quest" (Indie) (2d wk. Rich \$12,00. First week \$17,000.

Majestic (Fay) (2,200; 44-65)—
"Slattery's Hurricane" (201h) and
"Ringside" (SG). Nice \$12,000.
Last week. "Silver Lining" (WB),
great \$18,000 and switch to Carlton
for second downlown sesh.

great \$18,000 and switch to Carlion for second downtown sesh.

State (Loew) (3,200: 44-65)—
"Any Number Play" (M-G) and 'Gay Amigo' (M-G). Gable always favorite hereabouts and so stout \$21,000 is likely. Last week. "Africa Screams" (UA) and "Secret Garden" (M-G), good \$16,000.

"Yanna (Silverman: (2,200: 44-65)—"Anna Lucasta" (Col) and 'Devil's Henchman" (Col) (2d wk). Oke \$9,500. First week, \$13,000.

B'way Still Spotty Despite Cool Wave; 'Hurricane'-Knight-Caesar OK \$80,000, 'Lucasta'-Tucker-Gate Quartet Mild 61 G

Despite rain on three successive days and breaking of record heat wave last week, six new bills are failing to boost Broadway firstrun business as much as expected this session. The new entiries had jo contend with soaring temperatures as well as heavy downpours for three days, starting last Thursday (11). Much cooler weather over the weekend was being reflected by a boxoffice upbeat Sunday and Monday, but this seemingly, was not enough to overcome the soaring mercury last week, when it went over 95 degrees three days in a row, tapering to around 90 on Friday.

"Slattery's Hurricane" with the property of the surface of the surfa

In a row, tapering to around 90 on Friday.

"Slattery's Hurricane." with bright stage array topped by Evelyn Knight, Sid Caesar and the Pitchmen at the Roxy is the strongest newcomer. Combo looks to reach good \$80,000 in first week. Elsewhere, biz for new bills is mostly lagging.

Definitely disappointing is "Anna Lucasta," with supporting stage bill headed by Golden Gate Quartet, Tommy Tucker band, Naucy Donovan. It is only reaching mild \$61,000 or less at the Capitol. "Too Late For Tears" also is slow with \$17,000 or under at Mayfair.

Strand continues Ilmping along

Late For Tears" also is slow with \$17,000 or under at Mayfair.

Strand continues Ilmping along with its straight-film policy and looks only \$26,000 for first week of "it's a Great Feeling." Bandbox Rialto is doing all right with horror combo of "Body Snatcher" and "Bride of Death" at \$10,000.

Despite having one of its first big firstruns in "Ma, Pa Kettle." Palace vaudfilm array this session is suffering from too nuch heat It will be only \$19,000. one of slower weeks at house.

"The Window" is holding very well with \$20,000 in second Victoria week. "Rope of Sand" with Tex Beneke band and Vic Damone topping stageshow is off sharply at \$83,000 but still big in second Paramount frame. "Good Old Summertime" also is down considerably, albeit continuing great with Hall.

Both "Mighty Joe Young" and

mertime also is down considerably, albeit continuing great with \$145.000 in second round at Music Hall.

Both "Mighty Joe Young" and "Come to Stable" are staying up nicely in third sessions. Former shapes to get \$21.000 at Criterion while "Stable" is heading for \$27,000 at Rivoli.

Estimates for This Week
Astor (City Inv.) (1,300; 60-\$1.50)
—"Lost Boundaries" if C' (7th wk.) Holding up in remarkable style at \$21,000 or near after smash \$24,000 for sixth round. Stays on indefinitely.

Bijou (City Inv.) (589; \$1.20-\$2.400—"Red Shoes" (EL) (4340 wk.) Staying powers shown by this long-distancer, picking up to \$9,700 via cooler weather after fine \$9,200 last week. Continues.

Capitol (Loew's) (4,820; 80-\$1.50)
—"Anna Lueasta" (Col) with Tommy Tucker orch, Golden Gate Quartet, Nancy Donovan, others, onstage. First week looks mild \$61,000 or less. Holds. Last week, "Secne of Crime" (M-G) and Noro Morales orch, Mary Small, others, onstage (2d wk.) down to slim \$44.000.

Criterion (Moss) (1,700; 50-\$1.75)
—"Mighty Joe Young" (RKO) (3d

000.

Criterion (Moss) (1,700; 50-\$1.75)

"Mighty Joe Young" (RKO) (3d)

kt) Holding very nicely at \$21,000 or close after big \$27,000 for second session. Goes into fourth week, with "Sword in Desert" (U)

"Special Agent" (Par) opens Saturday (20).

"Too Late for Tears" (UA). Just doing passable \$17,000 or less but holding. Last week, "Big Steal" (RKO) '55th wk), fine \$10,000.

Palace (RKO) (1,700; 55-\$1,20)—"Ma and Pa Kettle" (U) with vaude. Initial big firstrun here being walloped by torrid weather last Thursday-Friday as well as by heavy downpours three days. Likely drop down to \$19,000. Last week, "Sand" (20th) and vaude, over hopes at \$25,000. "Arctic Manhunt"

"Sand" 120th) and vaude, over hopes at \$25,000. "Arctic Manhunt" (U) with new vaude layout opens tomorrow (Thurs).

Paramount (Par) (3,664; 55-\$1.50) — "Rope of Sand" (Par) and Tex Beneke orch, Vic Damone topping stage bill (3d wk). Initial holdover session ended last night (Tues.) held up in fine fashion at \$83,000 after smash \$103,000 opener, albeit a bit below hopes largely due to terrific heat. Initial week was helped by five shows dally plus six on Saturday. Corinne Calvett, "Sand's" femme star, added to stage show starting today (Wcd.).

Park Avenue (U) (583: \$1.20.

Wed.).

Park Avenue (U) (583; \$1.20-2.40)—"Hamlet" (U) (47th wk).

Picking up a bit to strong \$7,700 or 46th round ended last Monday (5) after \$7.500 in preceding week.

Continues indef.

Radio City Music Hall (Rocke fellers) (5,945; 80-\$2.40)—"Good Old Summertime" (Al-G) and stage Old Summertime" (M-G) and stage-show (2d wk). Heat having little effect here and better weekend weather did not hurt. Shapes to reach fine \$145,000 after great \$154,000 opener. Stays a third,

\$154,000 opener. | Stays a third, and possibly longer.

Rialto (Mago) (594; 44-98)—
"Body Snatcher" (RKO) (reissue) and "Bride of Death" (Indie), Doing very well for horror combo at \$10,000. Holds. In ahead, "White Savage" (FC) and "Cobra Woman" (FC) (reissues) (2d wk), \$7,500.

\$7.500.

Rivoli (UAT-Par) (2,092; 60-\$1.25)—"Come to Stable" (20th) (3d wk). Still doing sock trade at \$27,000 or better after big \$30,000 in second frame. States

\$27,000 or better after big \$30,000 in second frame. Stays.

Roxy (20th) (5.886; 80-\$1.50) —
"Stattery's Hurricane" (20th) with Evelyn Knight, Sid Caesar, The Pitchmen, new iceshow, onstage. Fairly good \$80,000, not bad in view of opening in heat and rainstorm plus lukewarm reviews, Holds. Last week, "You're My Everything" (20th) plus Bob Crosby, others, onstage (3d wk), \$55,000, below hopes.

Everything" (2011) plus Bob Crosby, others, onstage (3d wk), \$55,000, below hopes. State (Loew's) (3,450; 50-\$1.80)— "Jolson Sings Again" (Col). Opens today (Wed.) at upped scale. Last week, "Great Sinner" (M-G) (7th wk), fell to \$10,000 after \$11,000

week, "Great Sinner" (M-G) 'TM-G) wk), fell to \$10,000 after \$11,000 for sixth round.

Strand (WB) (2,756); 50-\$1.25)—
"Great Feeling" (WB). Doing better than recent all-film bills here at around \$26,000 or over but still spelling why house soon will resume stage-film policy. Holds over. Last week. "Girl Jones Beach" (WB) (2d wk), only \$13,000.

Sutton (R&B) (561; 70-\$1.20)—
"Quartet" (EL) (21st wk). Looks nice \$7,500 in 20th week ended Monday (15) night after \$7,400 for 19th week.

Victoria (City Inv.) (1,060; 95-\$1.80)—"The Window" (RKO) (2d wk). Holding very stoutly at \$20,-

wk). Holding very stoutly at \$20,-000 after big \$24,000 opener, albeit a bit below hopes with tor-rid weather blamed. Stays on in-

'BOUNDARIES,' SOLID \$22,000, PITT LEADER

Vaude Revival In K.C., With 'Judge,' Smash \$25,000; 'Brave' Stalwart 16G

of vaude is pacing the own as the first Palace-type bill plays the RKO Missouri to hey-hey plays the RKO Missouri to hey-hey biz. Coupled with "Judge Steps Out," it will hit smash total. Of straight-film entries. "Home of Brave" is strong at Tower-Uptown-Fairway combo, and likely will holdover. Most other firstruns are holdovers, and mostly satisfactory, week brought some of the sum-mer's hottest and stickiest heat. Estimates for This Week

Estimates for This Week

Estimates for This Week
Esquire (Fox Midwest) (820: 45-65;—"Forever Amber" (20th), First booking at regular scale doing moderately well at \$4,500. Last week, "Last Bandit" (Rep. \$3,500. Kimo (Dickinson: 550; \$1.20-\$2.40)—"Red Shoes (EL) (17th

"Good Old Summertlme" (M-G)
"Good Old Summertlme" (M-G)
and "Leave It to Henry" (Mono) (2d
wk). Fine \$H,000. Last week,
big \$20,000.

Missouri (RKO) (2,650; 55-75)—
"Judge Steps Out" (RKO) with
eight vaude acts on stage. Smash
\$25,000 looms. Last week. "Yellow Ribbon" (RKO) (2d wk), nice
\$10,000 at 45-65c scale.

Paramount (Par) (1,900; 45-65)—
"Great Gatsby" (Par) (2d wk).
Down to \$9,000. Last week, nice
\$13,000.

Tower - Uptown - Fairway (Fox Midwest) (2,100, 2,043, 700; 45-65) —"Home of Brave" (UA). Sturdy \$16,000. Last week, "You're My Everything" (20th), better than average at \$14,000.





Meet the Bosses

"Each Branch Manager will conduct his business in his own territory as if he were the owner of that business."

- Spyros P. Skouras

There's No Business



Reading from L. to R.—seated—Daniel R. Houlihan, Albany; fred R. dodson, Atlanta; James M. Connolly, Boston; Charles B. Kosco, Buffalo; Vernon M. skorey, Calgary; John E. Holston, Charlotte; tom R. Gilliam, Chicago; Joseph B. Rosen, Cincinnati; izzy J. Schmertz, Cleveland; Philip Longdon, Dallas; Vincent J. dugan, Denver; 2nd row—Ralph Pielow, Jr., Des Moines; Joe J. Lee, Detroit; tom O. McCleaster, Indianapolis; Joe R. Neger, Kansas City; Clyde W. Eckhardt, Los Angeles; tom W. Young, Memphis; Jack H. Lorentz, Milwankee; Moe A. Levy, Minneapolis; Edward English, Montreal; Benjamin A. Simon, New Haven; Mark Sheridan, Jr., New Orleans; Sam E. Diamond, New York; Marion W. Osborne, Oklahoma City; Joe E. Scott, Omaha; 3rd row—Sieg Horowitz, Philadelphia; Welden Waters, Pittsburgh; Charles F. Powers, Portland; Charles L. Walker, Salt Lake City; Alex W. Harrison, San Francisco; Reginald G. March, St. John; Gordon F. Halloran, St. Louis; Chilton L. Robinett, Seattle; Peter Myers, Toronto; James E. Patterson, Vancouver; C. Glenn Norris, Washington; Joseph H. Huber, Winnipeg





Business!

Arg. Pix Studios Resume as Raw Stock Arrives; Shakeups Still Loom

Buenos Aires, Aug. 16.
Arrival of shipments of raw stock
from Europe has buoyed Argentina's film industry and work has
been resumed at several studios,
although these much prefer Kodak
celluloid from the U. S. Nevertheless there are currently six pix although these much prefer Kodak celluloid from the U. S. Nevertheless, there are currently six pix rolling at the different studios, and despite all the snags a record number of local productions turned out this year are awaiting release. The very poor quality of this year's releases, which is far below that summer at the record in the state of the stat

year's releases, which is far below that even of other years, is begin-ning to disturb even the national-ist-minded government toppers, and there is an idea circulating in official quarters that if this sort of thing goes on changes will have made in the protectionist

to be made in the protectionist policy.

The shake-up in production cir-cles is still under way, and it is probable that yet another of the major studios will shortly change probable that yet another of the major studios will shortly change hands. Cinematografica Interamericana—which, apart from production activities in Argentina, Chile and Mexico, has undertaken to distribute all of Emelco's product—has inked a deai with the owners of the large, up-to-date Mapoi Studios at San Isidro, to take over two of the large, up-to-date Mapoi Studios at San Isidro, to take over two of the largest sets in which it will make five pictures. Mapol will reopen Scpt. 12 to make a picture starring Luis Sandrini. Interamericana has a capital of \$2,000.000 (U. S.) and works on a far more coordinated pian than most of the other local producers. The company's last picture. "Apenas un Delincuente" ("Hardly a Criminal"), which was tradeshown with English subtitles in the U. S. recently, is being submitted to the Film Festival at Venice, as a sample of the best Argentine film making.

Although the reorganization of San Miguel and Emelco studios is not yet through, the former are expected to reopen in September, but

Although the reorganization of San Miguel and Emeico studios is not yet through, the former are expected to reopen in September, but leasing the various sets to Inti Huasi, the production unit set up by actor Enrique Muino on his separation from AAA (Artistas Argentinos Asociados), and to Sincea. which makes government-inspired pix. Latter's first "Nace la Liberdud" ("Freedom is Born"), a historical opus, which took two vears to make and ran into millions of pesos, released in July, was the biggest local flop of the year.

Baires Studios have managed to secure enough raw stock to resume production of "Cinco Grandes y Una Chica" ("Five Great Ones and a Girl"), which is being made on a cooperative basis.

Ex-MPEA's Goldschmidt **Emigrating to America**

Dr. Rudolf F. Goidschmidt, general sales manager for the Motion Picture Export Assn. in Germany for the past two years, will arrive in the U. S. early in September on an immigration visa. With the windup of the MPEA sales organization at the end of this year, Goldschmidt has determined to become a U. S. eitzen U. S. citizen. He leaves Bremerhaven.

He leaves Bremerhaven Aug. 26 on an International Relief Organization transport under a displaced persons visa, being classified as a racial and political persecute. He has no definite plans as to what he'll do when he gets to New York.

as to what he is up when he see to New York.

Goldschmidt, 40, holds a doctor of iaws degree which he got after study at Cambridge and Heidelberg. He was with Metro from 1934 to 1940, part of that time as Berlin saiesmanager. From 1941 to 1944 he served as saiesmanager of Fritz Knevel's Filmverleig in Berlin, until kicked out by the Nazis. From 1945 until 1947 he headed the U. S. film exchange in Berlin under the U. S. Military Government.

Though Admish Lid Off

Inough Admish Lid Off
Tokyo, Aug. 9.
Price cellings on theatre admissions in Japan, in effect since the end of the war, have been lifted by the Nipponese government—but theatre owners are still far from happy. Still in effect is the 150% admission tax, highest in the world, which makes it virtually impossible to hike bo. prices now that the ceiling is removed.

Exhibs point out that faltering attendance figures prove that current prices are about as steep as the Japanese public can stand in these days of "tight money." Moreover, they moan, with a 150% tax, the government will get the bulk of any increased revenue from a price hike.

New Mex Pix High Likely For '49

Mexico City, Aug. 9.
Production of 51 pix during the first half of this year indicates ful-fillment of trade estimates that the 1949 output will total a new high of over 100. Output last year was 81. Production during the first half of this year was: Churubusco, 17; Clasa and Azteca, 13 each, and Tepevac, eight.

Clasa and Azteca, 13 each, and Tepeyac, eight.
Studio toppers, however, claim the plants must make 194 pix annually merely to break even. There's talk of scrapping the oider plants and merging the others. But that has labor and other complications. Hollywood indies are counted upon to save the situation by producing in Mexico with Mexican technicians.

Steve Miller Shifts From Rank to M-G (Eng.)

London, Aug. 16.

London, Aug. 16.
On the heels of rigid economy measures pushed through by the J. Arthur Rank organization. Stephen Miller has resigned his job as American publicity manager here. Miller ankles Sept. 1 in a switch to Metro's British organization where he will work under Ben Goetz, managing director of M-G's British studios, and Howard Strickling, Coast studio publicity head.

head.
Miller's chief chores will be to work on publicity in reference Metro's British productions of which a number are planned. Tom Knight, previously his assistant, climbs a notch in the Rank org to take Miller's place under Sydney Wynne p.r. head, and John C. Dennett, ad-pub director in London.

don.
Milier, who served as liaison to
Jock Lawrence, exec veepee in the
U.S. Rank office, has held down the
post for the past three and onehalf years. He comes from Los
Angeies where he was with the Los
Angeies Times. During the war,
he served under Lawrence as a
iieutenant-coionel.

iieutenant-coionel.

Rank's £40 P.A. Ceiling
In line with the British Film
Producers Assn.'s big economy cut
in salaries which applies to most
film personnel except union labor,
John Davis, J. Arthur Rank's chief
aide, has edicted a 40-pound
(\$160) weekly ceiling on the entire Rank flackery. As against
some flacks, the ukase is even
more stringent than the BFPA
resolution which slices salaries on
a 10%-20% scale.
Davis' edict does not apply to
the top brass, such as Wynne and
Dennett.

Script Credit

Script Credit
Vienna, Aug. 9.
"Everything is forgiven"
was the wording of a telegram by G. W. Pabst producing company here to Paul May, young author of pic, "Duel with Death," starring Anneliese Reinhold (May's wife).
Ambitious author couldn't hold back his desire to see his first pic. So when preem was postponed from day to day, he took one print out of the Rosenhuegei studio and travelled to Munich. Pic ran there four weeks. Meanwhile the Vienna producers learned of the escapade and by diplomatic channels obtained an injunction.

injunction.

Official preem is expected here soon.

Fireworks, Flower Show, Formal Ball to Start Off

Cannes Film Festival

Cannes Filli Pestival

Cannes, Aug. 9.

Work proceeds feverishly to finish the new, luxurious building (which has already absorbed \$75,000), in time for the beginning of the International Cannes Film Festival Sept. 2-17.

At this writing 22 countries have officially accepted the invitation to participate in the Festival, whose aim, says the Committee, is "to encourage cinematographic art in all its forms... and to create a spirit of cooperation graphic art in all its forms . . . and to create a spirit of cooperation between all countries which produce films." To encourage tourism during the beginning of the siump season would be more near the truth. By September the bulk of the vacationers will have left the Blue Coast, leaving pienty of hotei space for the hordes who will flock here in some official capacity or other.

Each participating country may present full-length and short films, excluding scientific or educational

present run-length and soft films, excluding scientific or educational ones. These must have been produced or released within the 12-month period preceding the Festival opening, and must not have been shown at any other film competition

been shown at any other film competition.

The choice of films from each country must include, in both categories (full length and short) a minimum of 50% of films made solely in that country. The maximum number of films which may be entered is fixed in relation to the number of films produced in that country during the preceding year. Thus, for a production of over 200 full length films, 12 may be shown, but for a production of less than 50, only one.

Short films are subject to the same rules but with a maximum of four films. The jury will consist of 12 Frenchmen nominated by the government.

The Festival will get off to a gaia start on Friday, Sept. 2 at the Grand Hotel gardens. A flower carnival procession along the Croisette will precede a formal ball at the Grand hotel. This will be followed by a fireworks displayout at sea.

The Committee is preparing to

be foliowed by a fireworks display out at sea.

The Committee is preparing to show during the Festival a series of films which will trace the history of the cinema, employing the works of such men as Charlie Chaplin, Melies, Sjostrom, Fritz Lang and Eisenstein.

French letters and arts will be represented in the deluxe brochure which will be issued. It will contain articles on film technique by Andre Maurois and Alexandre Arnoux, of the French Academy,

'September' Shooting In Rome by Wallis

Berlin salesmanager of Fritz Knevel's Filmverleig in Berlin, until kicked out by the Nazis. From 1945 until 1947 he headed the U. S. film exchange in Berlin under the U. S. film exchange in Berlin under the U. S. Military Government.

Korda's 'La. Story'

London. Aug. 16.

Sir Alexander Korda's releasing company. British Lion, has taken over worldwide distrib rights, minus the Western hemisphere, of Robert Flaherty's documentary, "Louisiana Story." Deal was set in London between Korda and Flaherty, who is touring Europe.

Lopert Films retains the U. S. releasing rights to the film which is currently in its fifth week at the Rialto, Korda's London theatre.

Is a edicted a 40-pound (15160) weekly ceiling on the entire Rank flackery. As against on the lackers is even more stringent than the BFPA resolution which slices salaries on a Dovi's edict does not apply to the top brass, such as Wynne and bits assistant is Victor Stoloff, the ame combination which just completed "Vulcano," with Anna Magnani. Geraldine Brooks and Rosannani. Geraldine Brooks and Rosannani Geraldine Brooks and Brazzi in Italy. Only the two leading roles, taken by Joan Fondania and Joe Cotten, are from Hollywood. Life magnani Geraldine Brooks and Rosannani Geraldine Brooks and Rosanna

Show Biz, American Style, Is Good In Bermuda; Leans to U.S. for Films

By HERMAN A. LOWE

Hamiiton, Bermuda, Aug. 9.
Bermuda flies the British flag
but, when it comes to entertainment, its natives look west to the
States for its films and radio programs and, since the little collection of corai islands has pienty of
cash in its pockets these days,
business is good.

A survey from St. George's to Somerset discioses the Yankee trend spreading so much that "hot dog" and such Americanisms as "okay" are now standard equipment in this oldest of British crown ment in this oldest of British crown coionies. Prices are high and the tempo of living has stepped up here since the prewar days. Where once the horse and carriage were king, the islands are now jampacked with the junior-size British crows the Austin Hillman etc. cars—the Austin, Hillman, etc.—and many of the bikes of yester-year now come equipped with one-cylinder putt-putt engines.

Biow-by-blow, here is the entertainment story of Bermuda:

Motion Pictures

There's a siugging duel on be-tween Bermuda General Theatres, which operates its own chain of eight houses plus the five owned by Colony Theatres, and Island The-atres, a postwar development, which got into business only last

basis. Percentage buying is out because of the British dollar short-age. They want to know in ad-vance here just what they are go-ing to pay.

Oddly enough, despite this short-

Ing to pay.

Oddly enough, despite this shortage, the Bermuda chains pay in dollars for their J. Arthur Rank product. Distribution of Rank pictures here is handled by Universal and Eagle-Lion, just as in the U.S.

The native Bermuda population strongly prefers American films and about 90% of all shown are the Hollywood product. The remainder is British except for an occasional foreign language job which almost invariably flops. Probably 10% or less of the audiences are tourist trade, and there is some play given by the U.S. Air Force and Naval bases in Bermuda, although they have their own post theatres.

although they nave their own theatres.

There is no formal censorship here now, although there is considerable talk of the government stepping in to censor films in order to determine whether they are fit for children. "Duel in the

Sun," which they informally called "Lust in the Dust" down here, and "The Outlaw" have done the most toward stirring up the censorship issue, according to the local theatre people.

Biggest grosser the islands have ever had was "Going My Way" and Bing Crosby is a prime favorite. Current sex appeal boy for the local teenagers is Alan Ladd. Bermudians generally like color musicals and cowboy stuff. Among current and recent big grossers have been "Green Dolphin Strect." "Snake Pit." "The Champion." "Red River," "Paleface" and "Hamlet."

Worst flops have included 'Annother Part of the Forest," "Fantasia," "The Pirate," "Summer Holiday," "Isn't It Romantic." "Dream Girl," "Bel Ami" and "Wiison." Obviously these audiences don't go for sophistication and fantasy.

John Harding, a specialist on equipment and lighting with Paramount theatres, is currently in Bermuda to renovate the Bermuda General houses.

The exhibitors here have the same cry as those back home. It is aimed at Hollswood and the refrain goes, "Give us better pictures."

Radio
Radio monopoly is heid by statistic "Milled Part Handle Radio monopoly is heid by statistic "The Radio monopoly is heid by statistic "The Part Handle Radio monopoly is heid by statistic "The Part Handle Radio monopoly is heid by statistic "The Part Handle Radio monopoly is heid by statistic "The Part Handle Radio monopoly is heid by statistic "The Part Handle Radio monopoly is heid by statistic "The Part Handle Radio monopoly is heid by statistic "The Part Handle Radio monopoly is heid by statistic "The Part Handle Radio monopoly is heid by statistic "The Part Handle Radio monopoly is heid by statistic "The Part Handle Radio monopoly is heid by statistic "The Part Handle Radio monopoly is heid by statistic "The Part Handle Radio monopoly is heid by statistic "The Part Handle Radio monopoly is heid by statistic "The Part Handle Radio monopoly is heid by statistic "The Part Handle Radio monopoly is heid by statistic "The Part Handle Radio Mille Part Handle Radio Mille Part Handle "La

Current London Shows
(Figures show weeks of run)
London, Aug. 16.
"Anna Veronica," Piccadilly (13).
"Annie Get Gun," Co'ls'm (115).
"Beau Strategem," Lyric (16).
"Bligadoon," Majestic (18).
"Bliack Chiffon," West (16).
"Baick Chiffon," West (16).
"Daphne," Wyndham (21).
"Death of Salesman," Phnx (3).
"Edwina Black," Ambas. (5).
"French Without Tears," V. (9).
"Happiest Days," Apollo (73).
"Harvey," Prince of Wales (33).
"Heiress," Haymarket (29).
"Harvey," Prince of Wales (33).
"Heiress," Haymarket (29).
"Her Excellency," Hipp (8).
"Ice Cycles," Empress (8).
"Ice Cycles," Empress (8).
"Let Vogues," Stoil (5).
"Latin Qt. Revue," Casino (22).
"Latin Qt. Revue," Casino (22).
"Love Albania," St. James (5).
"Male Animal," New (8).
"Oklahoma!", Drury Lane (115).
"On Monday Next," Comedy (11).
"One Wild Oat," Garrick (37).
"Sauce Tartare," Cambridge (13).
"Song of Norway," Palace (6).
"Together Again," Vic. Pal. (123).
"Tough at Top," Adelphi (5).
"Traveller's Joy," Criterion (62).
"Worm's View," Whitehall (123).
"Young & Fair," St. Martins (8).
"Young Wives Tale," Savoy (5).

Tourists to Spend \$250,000,000 in Mex In '49; 300,000 Guests Seen in Europe

Association reveals the following

bicks from tourists who answered kicks from tourists who answered its questionnaire: high prices; in-sufficient guide and safety signs on roads and towns; shortage of purified water; under-par food in some restaurants and hotels; lack some restaurants and hotels; lack of toilet facilities in many roadide filling stations; no fixed prices in many stores; stomach trouble provoked by bad food and contaminated water; not enough cops who speak English; grafting chaufeurs; swarms of urchins that hamper cars to beg in some towns; too much customs red tape; underar migration service; congestion par migration service; congestion of buses and insufficient accommodations in many restaurants.

Association reports progress in correcting those drawbacks.

Europe Tourism Strong

Figures for the first six months in 1949 point to from 250,000 to 300,000 American tourists visiting Europe during the year. Though most are coming by boat, 28% of those arrived came by plane. Special off-season fares by air are expected to boost traffic.

Bermuda Continued from page 14

Rexall drug show on wax, and Lever Bros. sends in a transcribed show from Canada. General Foods, Krafts and Colgate-Palmolive-Peet

Krafts and Colgate-Palmolive-Peet all buy spots.

In a vague way, ZBM is affiliated with the ABC and Mutual webs. It takes in regularly platters of four Mutual shows—"Superman," "Passing Parade," "The Shadow." and "Captain Midnight." It is more irregular with ABC material. The only thing picked up live from the States for rebroadcast is an occasional major prize fight.

the States for rebroadcast is an oc-casional major prize fight.

One other item shouldn't be overlook. ZBM has a weekly "Alcoholics Anonymous" s ho w. Seems the A.A. boys are quite ac-tive in Bermuda; they advertise regularly for members in the classi-fied ads.

Music

Music

When its comes to dance bands. Bermuda hotels are tight with a buck and even a shilling, so that the big name band is virtually unknown down here. Hasn't been a top name orch since the Princess hotel had the Paul Spahr aggregation out of London last winter. The Princess now has Jack Wallace and his London orchestra. However, there is a liberal sprinkling of small-time, local units. These manage to keep busy, particularly at the large hotels.

There are also several four, five and six-piece native Calypso aggregations, of which the Tablot Bros. Is the best-known here. This group has made an album of Calypso platters which gives it a special prestige. It divides its time mostly between the Bermudiana and the Elbow Beach Surf Club.

There is one Negro choral group.

between the Bermudiana and the Elbow Beach Surf Club.
There is one Negro choral groupthe Hayward Ensemble, which sings Sunday nights at the outdoors cocktail and dance room of the Eagle's Nest hotel. While highly thought of here, the group would not rate in the same company of top U. S. units such as the Tuskeegee singers.
There is no legit in Bermuda, but there is an amateur Bermuda Muthere is an occasional solo artist, Finally, to go with the "hot dogs" mentioned above, there are Coca-Cola and other soft drinks, except that soda pop down here is called "a mineral."

Changes Irks B.A. Studios

Mexico City, Aug. 9.
Forecasting bigger and better tourist trade, the Mexican Tourist Assn. asserts that the government has greatly improved migration, customs, transportation and service conditions. Association declares this makes Mexico look better to U. S. trippers.

Only figures it cites in the upping in visitor biz this year is that 900 foreigners, mostly Americans, are attending the annual summer school of the National University, compared with 500 in 1948. But it gives the nod to estimates made in local tourist catering sources that visitors will spend of record of \$250,000,000 this year. Last year tourists spent \$190,0000,000 and in 1947, \$170,000,000.

Association reveals the following tides from tourists who are record to the screen by Don the court ruled that under local laws an author in selling a story is entitled to assurance that it will be followed faithfully Changes Irks B.A. Studios

Buenos Aires, Aug. 9.

The local courts have granted compensation of \$5,000 (U.S.) to author Enrique Gustavino, who had sued Pampa Films for \$20,000 (U.S.) damages for having mutilated and modified the script of his screenplay. "La Importancia de Ser Ladron" ("The Importancia de Ser Ladron" ("The Importancia de Ser Ladron" ("The Judios and Thier"), which had been adapted to the screen by Don Napy. This case sets a dangerous precedent for local studios, as the court ruled that under local laws an author in selling a story is entitled to assurance that it will be followed faithfully.

Studios are apprehensive that a whole flock of lawsuits will soon be swirling around their heads.

Army Tape Snags Austria Tourism

Salzburg, Aug. 9.
U. S. Army regulations for American tourists in Austria are onerous and have been criticized as keeping many people away. In order to obtain dollars for Austria, Army requires Americans to buy, at the same time they obtain their military permit, meal tlekets for every day of their stay. These cost \$1.69 and entitle you to three meal coupons (which no one ever asks for) and 15 schillings. (Usual rate of exchange is 20 to 25 schillings per dollar).

asks for) and 15 schillings. (Usual rate of exchange is 20 to 25 schillings per dollar).

Military permit and card entitling you to coupons is obtained outside of Austria, sometimes with plenty delay. When you arrive, you have to go one place to get the meal tickets and to another place to get the 15 schillings. If you wish to prolong your stay in Austria, you must go to another place to get an extension. As price of a decent meal is not less than 20 or 30 schillings, this is \$2 or \$3 at Army rate. Consequence is that some tourists stay away thinking it is too expensive, and others stay away because of the red tape.

Tourists going into Vienna must get a pass to go into the Russian zone. This is easily obtained, except that the U. S. army camp where it is given is 10 miles out of town.

Army has four hotels here for

where it is given is 10 miles out of town.

Army has four hotels here for its personnel. One, the Bristol, is being used for journalists, distinguished performers and civilians with drag. Guests there are on a three-day limit, however. Hotel situation is additionally complicated by the fact that the large Europa hotel was completely destroyed by bombs. Saving factors of the situation are that the townspeople take in guests and that many visitors stay in the attractive countryside.

BOB HOPE TAKES LEAD AS NO. 1 DANISH COMIC

Copenhagen, Aug. 9.

Despite a slow start here, Bob Hope is now mopping up among Danish filmgoers as their. No. 1 comic. Star's "Princess and the Pirate" (Par) ran over two months at the Scala-Bio, and recent weeks saw three of his pictures screened simultaneously at local firstrum outlets.

smultaneously at local first in outlets.

Biggest hit of the trio is 'Paleface' ('Par), at the Paladsteatret. Metropole played ''Road to Utopia' ('Par') for five weeks while ''My Favorite Brunette' ('Par) is clicking at the Carlton. Comedian's ''Monsieur Beaucaire'', and y ''Where There's Life'' are upcoming.

'Pit' Opens Venice Fest

Snake Pit" (20th has been the 10th Venice Film Festival.
Pic will be

Pic will be snown after Hadguer ceremonies on the evening of Aug. 11, preceded by "Venezia Minore." by the late Francesco Pasinetti, Italian film historian and director who died recently in Rome, which will be dedicated to his memory.

Dogs-Across-the-Sea

Dog-breeding is another one of J. Arthur Rank's multiple enterprises. Specializing in pointers, setters and Labradors. Rank recently council of the prize is a council of the

pointers, setters and Labradors. Rank recently copped all prizes in the English trials.
One of Rank's prize-winning dogs, Scotney Duke, came out of an English dog and one given him several years ago by J. Cheever Cowdin, Universal's chairman of the board. Rank called it "a triumph for Anglo-American cooperation."

Expect Okay to Up Jap Pix Take To \$1,600,000 Yrly.

With approval of an upped take from Japan for the Yank film industry now figured just a matter of time. Motion Picture Export Assn. is planning to release six pix there in September. They will be the first new films distributed in Japan since June, when MPEA informed civilian affairs and military government exces it wouldn't play nalsy anymore on sending nix into

formed civilian affairs and military government exces it wouldn't play patsy anymore on sending pix into Nippon at a loss.

Army headquarters in Washington has okayed and won approval from Congress of a plan to allow convertibility of \$1,500,000 a year in frozen yen. in place of the \$200,000 the industry has been getting in the past. Okay is now being awaited from General MacArthur's headquarters, but that's figured a sure thing, so MPEA has given the word to its Central Motion Picture Exchange in Tokyo to let six new pix go out next month.

Even if allowed to convert \$1.-600,000 of yen yearly into American bucks, Yanks will still have a big backlog of Jap currency in cold storage and will continue to add more to it each week. The increased convertibility will mean nothing so far as the \$3,000,000 in yen that had piled up since the war and was on ice as of last June 30. It is also insufficient to take care of the total income of the MPEA in Japan, so that the pile of unthawed coin will continue to grow

Int'l Broadcasting Now Okayed for Japanese Radio Stations by U. S. Tokyo, Aug. 9.

Tokyo, Aug. 9.

International broadcasting by Japanese radio stations, banned since the war, can now be resumed, according to an announcement from U. S. occupation headquarters here. Subject to Allied approval, the Broadcasting Corp. of Japan or any private stations licensed in the future may utilize "when practicable" certain frequencies registered before the war by the Japanese government with the International Telecommunications Union at Berne.

Occupation officials point out

International Telecommunications Union at Berne.

Occupation officials point out that iminediate resumption of international broadcasts on a large scale is unlikely because of lack of facilities. They add, however, that the authorization emphasizes the need for Japan to have a fair share of the international radio frequencies to be allocated to various nations at the Union's international high frequency conference in Italy next October.

Since the end of the war, BCJ broadcasts outside of Japan have been limited to China, Formosa and Northheast Asia for the benefit of displaced Japanese and unrepatriated POW's.

Lux Sets U.S. Branches

Aiming at nationwide distribu-tion for its foreign product, Lux Film Distributing Corp. expects to establish branches in six key cities within the near future. Towns in-tended as exchange centers include Boston. Pittsburgh. Chicago, New Orleans. Los Angeles and San Francisco.

Francisco.
Bernard Jacon, Lux veepee in charge of sales and distribution, leaves New York Friday (19) on a swing through the six keys to set up sales offices at those points. Lux pictures are principally Italian and Spanish in origin.

one-time producer for Information Films of India, is to produce Indian follower pix under government aegis.

Reported that Mir has already pictures are principally Italian and Spanish in origin.

Metro Divorcing Itself Completely From MPEA in Germany After Jan. 1

Eckman Denies Vaude-Pic Setup for London Empire

London, Aug. 16.
Contrary to persistent rumors,
Sam Eckman, Jr., Metro British
managing director, told Variery
that he has no intentions of turning* Metro's Empire, Leicester
square, into a cine-variety *house.
Without stating any reasons, it's
understood that obstacles are too
many for adouting such a policy

understood that obstacles are too many for adopting such a policy. Some of these are that CV means an extra expenditure of around \$12,000 per week, which will include a 30-piece band; 24 ballet dancers, and a top English or American star.

On top of that, show must run at least 90 minutes, which is more than the time devoted to the film side; otherwise tax on \$1.20 seats would still be around 50c, which is rake-off from film houses, whereas, in case of vaudeville houses, tax is only around 18c for \$1.20 seats.

British Labor's 'One Way Street'

London, Aug. 16.
A movement to boycott British films made on foreign location without British workers is being launched by film trade. without British workers is being launched by film trade unionists to combat unemployment in British studios. Some eyebrows, however, are being raised at the campaign in view of Britain's invitation to U. S. producers to increase their filmmaking activities in this country. It's pointed out that the unionists are striving to set up a one-way street with all the traffic moving to Britain.

Exces of the British Film Producers Assn. have declared that the issue is "delicate," referring to the international angles. BFPA,

the issue is "delicate," referring to the international angles. BFPA, however, states that most companies adhere to the principle of taking all the necessary techniclans with them with the number of exceptions very small. Survey of the 70-odd British films completed or in the works this year show that 18 have or will roll on foreign locations.

Boycott resolution originated among the Isleworth server.

locations.

Boycott resolution originated among the Isleworth studio technicians and will come before the All Studio Joint Works Committee shortly. Plans are being laid to enlist the support of all the film unlons in the boycott drive and lay it in the lap of Harold Wilson, prexy of the Board of Trade.

26 ITALIAN FILMS DUE FOR LENSING IN AUGUST

Rome Aug. 9

Twenty-six motion pictures will start here in August. All of these are from Italian companles, with money for the films to be furnished by Italian backers. These range

are from Italian companies, with moncy for the films to be furnished by Italian backers. These range from slapstick comedies by such favorites as Toto and Macario to "Romeo and Juliet" and "La Forza del Destino" ("The Force of Destiny", an operatic film.

Most of the producers are carefully watching the scripting as they all have an eye towards the American market, even though all of those listed will be in the Italian language, and are in the small budget bracket.

Also, the summer season, with long days of good sunlight, and pleasant working conditions, is better for picture making than the rainy winters and half the personnel suffering from colds. Since all Italian pictures, new, old, good or bad, have been sold—mostly to Americans—the market needs replenishing.

Indian Folklore Pix Due

Madras, Aug. 9.

Indie film producer Ezra Mir, one-time producer for Information Films of India, is to produce Indian folklore pix under governmenet

Metro, which sparkplugged the end of joint selling by American companies in Germany, seeks to be so completely independent there that it won't even use the physical facilities of the Motion Picture Export Assn. after next Jan. 1. It will be the only major that will handle its own film all the way from sale to the exhib to delivery and inspection of the print.

rint.

Companies recently decided that they would discontinue their coperative selling in Germany via the MPEA after this year, but would retain the latter outfit to do the physical handling, billing, etc. Metro veteed that idea so far as it was concerned and is currently endeavoring to find office space. endeavoring to find office and personnel.

and personnel.

It was Metro's insistence on being on its own in selling that led to the dissolution of the co-op effort. Inasmuch as Metro insisted on doing its own film peddling, other companies felt that they must do the same to hold their competitive positions and so determined on abandonment of the joint operation.

operation.

Severe difficulty of getting space and personnel, however, led to the decision to retain MPEA for the physical work. The film handling and bookkeeping requires hundreds of employees and the MPEA had to scrape the bottom of the barrel in its quest for experienced help when it set up in 1946. Metro is experiencing some of the same difficulty now. difficulty now.

difficulty now.

Independent selling won't make any difference in income to the companies, since they are getting little more than print costs out of Germany and there's no prospect for years of being permitted full convertibility of the coin they're piling up in deep freeze. Metro's move for independence is dictated, however, by a desire to be fully ready when payoff day finally comes.

comes.

Four of the companies now have reps in Germany getting staffs together to begin independent selling operations after Jan. I. Universal has Al Szekler there, Metro has F. W. N. Beckett, 20th-Fox has Bob Kreier and Warner Bros. has Joe Westreich.

Virginia Davis Scores Solid Click in Vienna; To Help Brother Garry Vienna, Aug. 9.

Virginia Davis, first Yank act to

Virginia Davis, first Vank act to hit the Austrian zone in over a year, met with a terrific reception last week at the local Clam-Gallas Service Club. She beged off after 45 minutes on the floor. Her act is a judicious blend of folksongs and current hits in special arrangements. Outstanding numbers were the French folksong 'Margotan va-t-a Llau,' "Brush Up Your Shakespeare' (from 'Kiss Me, Katc'), 'Turkey in the Straw" and a special arrangement of old Harry Lauder songs.

in the Straw" and a special arrangement of old Harry Laudersongs.

Singer was atractively dressed in a black sweater and skirt, over which she draped scarves and shawls for different numbers.

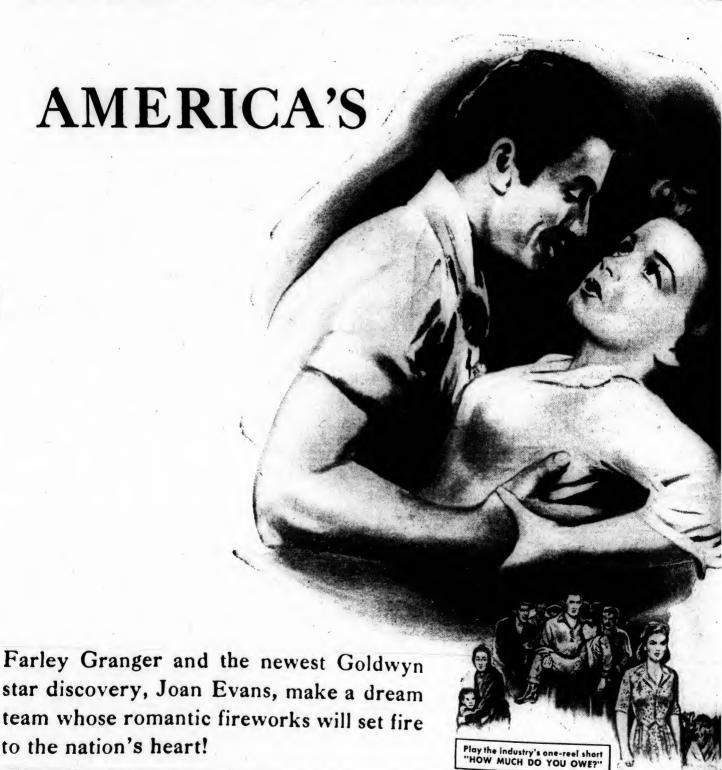
She will continue her American Army tour with three appearances in Munich, Aug. 19 and 20." She will then sing two concerts in Munich and Nuremburg for the benefit of refugees, Aug. 23 and 24. After that she planes to Berlin for more Army dates and then to Belgium for three concerts, at Ghent, Brussels and Antwerp. The last concerts are to help with fund raising for her brother Garry's "World Citizens Registry." She winds up European dates with a concert in Birmingham, England, and then flies to the states for the fall season.

Irish Pix Imports Up

Dublin, Aug. 16.
Half-yearly figures from the Central Statistics Office here show that in the first six months of 1949 the total film footage imported was 4.670.132, compared with 3,395.095 feet in the corresponding period of 1948.
Footage imported in June was 821,980; in June, 1948, the figure was 698.571.

SAMUEL GOLDWYN

STORY OF THE HATFIE



presents THE GRIPPING

LDS AND THE McCOYS-

MOST FAMOUS FEUD!...

On the screen and at your boxoffice-when they get together, they spell action!



Roseanna McCov

FARLEY GRANGER · CHARLES BICKFORD · RAYMOND MASSEY RICHARD BASEHART · GIGI PERREAU and Introducing JOAN EVANS

Directed by IRVING REIS . Scacenplay by John Collier . Director of Photography Lee Garmes., A.S.C.

Drive-Ins' B.O. Cut

even between singles and duals. Drive-ins are almost universally single bill.

The crop of drive-ins in the area is bumper for both this year and last. In 1946 the metropolitan area had a single drive-in; now there are four. The territory has literally sprouted drive-ins both this season and last. As an example, the Durwood circuit, which operates in St. Joseph, Mo.; Leavenworth, Kans., and Jefferson City, Mo., besides a downtown house in Kansas City, is opening drive-ins in each of its towns, and one is yet to come in Jefferson City. Most of the smaller outstate operators, who control two or three towns. I'kewise are putting in drive-ins, both as a measure of protection and for the added revenue. Beverly Miller, a newcomer to exhibition and former exchange exec, formed a new composition of the standard was a properly within already has a properly comer to exhibition and former exchange exec, formed a new company which already has opened two drive-ins outstate in moderate-size towns and has two more on order. Generally, drive-ins are playing subsequent run of 56 days in this area, but a few have firstrun contracts.

Firstrun situations report they see no cutting in from the drive-ins. Theatres close to drive-ins report they suffer, to which the drive-ins reply they are making customers for the indoor houses in the cooler months.

In the way of new theatres,

customers for the indoor houses in the cooler months.

In the way of new theatres, drive-ins have the overwhelming odds. The area of Missouri, Kansas and southern Iowa, however, has seen its share of new regulation theatres this year. Almost every week has seen the opening of a new theatre or a remodeled job, and a number are under way now. Fox Midwest has opened at least three this year, and another is announced for Hayes, Kans. Theatre Enterprises (Griffiith) last week opened a drive-in at Manhattan, Kans., and has a new theatre to open later this month at Chillicothe, Mo. Probably the biggest project here has been the complete remodeling of the former Mainstreet theatre into the Missouri theatre by RKO, with an expenditure of about \$500,000.

Extra services for drive-in patements is preceived.

penditure of about \$500,000.

Extra services for drive-in patrons is a prominent part of that operation. Free pony rides, kiddles playgrounds, bottle warmers, prize giveaways, and others are included in the list. One of the most unusual constructions in drive-ins hereabouts is The Fort at Leavenworth, Kans., which is built like a western fort with stockade fence, blockhouse office and other accoutrements of ploneer days.

In the regular theatres, concessions

trements of pioneer days.

In the regular theatres, concessions have been on the increase in the past year or two. It's only within the last two or three years that the deluxe refreshment stand has come into the major K. C. houses, Loew's Midland being the biggest house and the last to capitulate, only now getting its complete stand. Some smaller houses report that the profit on concessions is greater than on picture operation and that the house is kept open for the benefit of the eat-drink grosses.

grosses.

Outdoor amusements are little different this year from any other with the possible exception of shuffleboard. Miniature golf courses are flourishing especially well in K. C., and the regular summer sports have their full quota of devotees. Any big outdoor doings are absent from the K. C. scene, however, with the exception of one date by the Cole Brothers Circus. Admission prices apparently are well set with no thought about any reductions. The general idea seems to be that the public is in no way price conscious now, so why stir them up by any changes.

The tightening of box office traffic has a number of circuits and independents searching for new means to hold up the gross. Commonwealth circuit, for example, has shifted product a bit in towns where it has two of more situations. Result has been to find that a big film does better in the second house for a longer run than it does in the deluxe house on a concentrated date.

Closings this summer are neg-ligible. A couple of houses have Outdoor amusements are little

Closings this summer are neg-ligible. A couple of houses have been closed in industrial towns in the face of strikes or slowed production with consequent reduced income to the patrons. Some have fried out bargain nights and give-aways, but neither seem to be popular or profitable. As yet television is little more then a conjecture to theatre men

even between singles and duals. In this area. K. C. will have no TV until late fall. A good many, of single bill.

The crop of drive-ins in the area is bumper for both this year and future action.

Interstate's Biz 25% Ahead of '48-O'Donnell

Interstate's Biz 25%
Ahead of '48—O'Donnell
Dallas, Aug. 16.
The picture business is altead of 1948, according to Interstate's Bob O'Donnell. The Interstate exec. states "we have experienced a 25% increase over last year." O'Donnell pointed out that this was contrary to the report that Dallas and Albuquerque were 20% under last year. Television in Fort Worth and San Antonio hasn't affected Dallas theatre attendance; however, the Dallas TV stations are due to flicker in early September. This plus the onslaught of gridiron broadcasts and televising of over 11 local games with the Saturday afternoon grass idol Doak Walker, the All-American of SMU, the boxoffice may be affected unless the smart theatre manager has an adequate number of sets in the lobbies and lounges to keep the pigskin addicts entertained.

Drive-ins' business is off 5-7%, according to Underwood & Ezell, largely due to over-development. Four have opened in the last four months and two more are under construction. They do not demand clearance and they book at both flat rate and percentage.

What about concessions?: the answer as usual, from the big operators is "none of your business." This means they are doing great.

There are no double features for Interstate, nor will there be any. Only four houses out of 36 feature duals. These are cheapies and indies. Prices will remain the same except for roadshows, legits and percentage deals. New vaud-film will hold the same scale, but matinees may move up on special days.

Theatre Biz Down In Maritime Provinces

St. John, N. B., Aug. 16. Theatre business is down con-

St. John, N. B., Aug. 16. Theatre business is down considerably in maritime provinces as compared to a year ago. However, two competitive influences, while potent elsewhere, have no effect whatever on maritime theatres. They are television and drive-ins. There are no tele and drive-ins in this territory. Chilly winds, overdose of fog and short summer season preclude drive-ins.

There is no theatre construction anywhere in the maritimes currently although a number of projects are planned: two for Halifax, N. S.; one in St. John, N. B.; two in Charlottetown, P.E.I.; one in Fredericton, N. B.; one in Moncton, N. B.; one in Moncton, N. B.; one in Sydney, N. S.; one in Glace Bay, N. S. All have been deferred because of high construction and materials costs. construction and materials costs

Springfield (Ill.) Drops In B. O. Over Year Ago

In B. O. Over Year Ago
Springfield, Ill., Aug. 16.
A check on theatre business in
this locality indicates that business
is not up to a year ago, although
it varies greatly, depending on the
type of picture shown.
Television offers no competition
here, as the few shows brought in
from St. Louis are somewhat less
than satisfactory. Circuit owners
do not believe that the drive-ins
have cut into business too much,
but are rather inclined to believe
that their new and novel setup has
served to educate some of the people to attend films. They feel that
probably this group will show up
more in the regular houses when outdoor plants close for

the outdoor plants close as winter.

The drive-in here reports better business than a year ago. Prices were raised April 1, when it opened for the season. A few drive-ins are being constructed within a 50-mile radius of here. No new construction of any theatres contemniated.

plated,
Concession business booms; runs
about 20 to 35% of admission take.
Drive-in reports this average 25%.
Outside of drive-in, theatres are
not raising admission prices. All
are advertising about the same as
in the past. Some few specials rate
extra ballyhoo, but exploitation is
about the same as before grosses
declined. Outside of drive-in, theatres are seen the same as performed traising admission prices. All here in recent years, but over the past 12 months there has been a lot of money spent in renovations and modernizing of some of the bout the same as before grosses cellined.

No change in admissions is considered. Only theatre in the city of the same as the past 12 months there has been a lot of money spent in renovations and modernizing of some of the louses.

No change in admissions is considered. Only theatre in the city of the past 12 months there has been along the lines of inmost of August is the Dominion, independently owned by Mesho and modernizing of some of the louses.

Exhibitors have been doing more money plugging their pictures, but no more money plugging their pictures, but no more so than in past summers.

to other summer night activities. A further drop in business here is expected because of the large number of polio cases, and the quarantine of children under 16. This has cut severely into business will, probably, throughout

and will, probably, througnout August.
Consensus: Business off over a year ago. Good stories with good casts, carefully produced and directed, still bring in patrons.
This city is served by Frisina Amus. Co., 5 theatres here; Kerasotes, three here; Orpheum (Great States-Balaban & Katz), 1; Lincoln (20th-Fox), 1; Drive-In, 1.

New Haven Looks To Big Pix to Stem Dip

New Haven, Aug. 16.
Night baseball, auto racing, Savin
Rock amusement park, five nearby
strawhats, three drive-ins, industrial layoffs, and the most extended
heat wave in years have all had
a hand in plummeting film grosses
below the normal summer slump
in this town. It's generally believed that overall dip, up to midAugust, has been approximately lieved that overall dip, up to mid-daugust, has been approximately 25% under a year ago. Product shown during this period was spot-ty and exploitation practically nil, with exception of a truck spectac-ular on "Mighty Joe Young" and an occasional beauty parlor tie-in ad. in ad.

Significant, though, is the optim-Signineant, though, is the optimism with which exhibs are facing the post-Labor Day era: They feel that standout product now on the threshold will have considerable bearing on loosening up filmgoers' pursestrings. Also, the prospect of part-time vaude adds a potential b.o. boost.

b.o. boost,

Despite presence here of Connecticut's only TV outlet, WNHC-TV, consensus is that tele has not been a major factor in this summer's dip. Station, although in operation for more than a year, has not yet hit a solid stride from local angle.

Protracted hot spell has added insult to injury by not only dent-ing biz but also by snowballing cooling system costs to almost as-tronomical figures via necessity for constant operation.

constant operation.

It's been some time since this locality saw any new theatre construction, last such regulation house being the downtown Crown which opened its portals a year ago. In the ozone field, one new drive-in, the Post in nearby East Haven, started operation this season. son.

Although drop in biz has war-

Although drop in biz has war-ranted shuttering certain smaller houses for the summer, they have maintained schedules at a loss in order to retain clientele for antici-pated fall upturn.

Winnipeg Boxoffices Holding Pace of 1948

Winnipeg, Aug. 16.
Business at Winnipeg's theatres is holding up well to that of a year ago. Theatres experienced a bad slump through March and April, when unusually late heavy snows blocked country roads for much longer than normal, bringing the inflow of rural people to the city practically to a stop and putting a bad dent in boxoffice takes.

bad dent in boxoffice takes.

Television is not a problem here, nor is it likely to be one for a few years to come, exhibitors believe. The Canadian Broadcasting Corp. recently announced that it will not do much about television until 1951. Since Winnipeg is some 1,500 miles from Toronto and about 500 miles from Minneapolis, likelihood of television competition from other than CBC sources seems remote. seems remote.

seems remote.

Winnipeg's first drive-in opened recently and has been doing turnaway business. However, because of daylight saving, the drive-in has been playing only one show a night, starting at 9:50, when the sun goes down. Harry Gray, Lyceum manager, who is also running the drive-in for Western Theatres, Ltd., denies that it has in any way cut into regular theatre business.

ness.

Although Western Theatres holds options on land in other sections surrounding the city, as possible sites for other drive-ins, there has been no indication to now of any more being built.

No new theatres have been built here in recent years, but over the past 12 months there has been a lot of money spent in renovations and modernizing of some of the houses,

Inside Stuff—Pictures

Traveling with the Ringling Bros. & Barnum & Bailey's Circus for a fortnight through western Wisconsin, Minnesota and North Dakota in order to gain first-hand technical knowledge of its actual operations for his forthcoming picture, "The Greatest Show on Earth," to be built around it next year, Cecil B. DeMille, veteran Paramount producerdirector, is watching some of the performances from a bosun's chair perch high up almost atop the tent. DeMille told Will Jones, Minneapolis Tribune columnist, sent by his sheet to do a Sunday feature, the reason for taking the precarious perch was to enable him to look down on aerial acts and the audiences to determine how they'll photograph. graph.

Jones also learned from DeMille that the latter arises at noon each day, catches both performances and stays up until 3 or 4 a.m., interviewing performers and getting their stories. A box seat is reserved for him at each performance.

or him at each performance.

DeMille informed Jones that as yet he doesn't have any story or stars in mind for the circus picture and that one of the reasons he's with the show is to get ideas along those lines. Before he finishes his first-hand circus research, he told Jones, he plans to have a thick book filled with minute details "that have never been compiled before."

Among the changes he already has found he'll have to make, DeMille said, is to have the too dark canvas tent made over with lighter material, probably plastic. In one town next season, too, DeMille's own men will lay the track instead of the roustabouts. Riding in a "spec" float, he discovered the track was too rough for a camera car. He intends to swing around the track, letting the cameras capture the expressions on the crowd's faces as it goes.

expressions on the crowd's faces as it goes.

Accompanying DeMille are his 13-year-old granddaughter, Cecllia; his secretary, Gladys Rosson, who has been with him 36 years, and Fred Frank, screen writer. They live in the John Ringling North private car where DeMille has frequent confabs with Henry North, the circus's vice-president. While with the show DeMille celebrated his 68th birthday.

Screening of 20th-Fox's "Slattery's Hurricane" in a plane flying over New York last Thursday (11) paid off handsomely publicity-wise for the company. Because the plane used was the Navy's new double-decker "Hurricane," the screening was covered by 75 newspaper, radio and magazine writers, most of whom devoted plenty of space or airtime to it. In addition, the New Yorker mag will carry a special story on the stunt this week in its "Talk of the Town" columns, marking the second time in three weeks that 20th has cracked the publication. Similar story was carried on the Rivoli (N. Y.) preem of "Come to the Stable," held July 28.

Twentieth is following up its the in with the Navy to ballities the

Twentieth is following up its tie-in with the Navy to ballyhoo the film, meanwhile, with an 8-city junket of a Navy PBY-4 Privateer. Plane launched the tour Monday (15) in Boston with appropriate ceremonies, which gave both the Navy and the picture considerable publicity and exploitation.

Noblesse oblige practiced in the film industry was recently demonstrated by Technicolor, Inc., and Metro when the two outfits okayed color experimentation by the DuPont interests on 700 feet of M-G's "Little Women." DuPont is working on a new tinting process and wanted that length of Technicolor positive to duplicate it with the DuPont method. Despite the fact that it would be a competitor to Technicolor once the process is marketed, Techni officials agreed, along with Metro, to the use of the "Women" strip which is in Technicolor. Duplicated strip was used by DuPont in recent demonstrations of the process to industry execs. Outfit is now working on the second, more difficult step—use of the DuPont method to make negatives.

Ruling by the U. S. Treasury Dept. that drive-ins cannot skirt admission tax obligations by collecting part of the price of tickets in the form of a parking charge has ended one distrib problem with a number of the ozoners. Distribs had been feuding with some drive-in operators because of the parking charge. Latter had refused to pay percentage rentals on the take from parking fees claiming that portion of the gross was not revenues derived from ticket admissions. Several majors were considering court action on the question. Now that the Treasury Dept. has ruled parking charges a subterfuge, distribs see no further difficulties on a practice which must end.

Approximately 95% of the 1948-49 graduates of motion picture operating courses at the YMCA Trade & Technical School in New York have landed jobs as television projectionists. Louis L. Credier, director of the school, credits this to an over-abundance of theatre projectionists and to a lack of specifically trained projection personnel to meet the current demands of video. According to figures released by the school, 70% of the recent graduates are employed in the metropolitan, N. Y., area with two large networks entirely staffed by YMCA alumni. The fundamentals required for TV and theatre projection are the same.

Big sendoff to the Fabian circuit's 35th anniversary drive was given by the Staten Island (N. Y.) Advance, daily newspaper which covers the borough. Promotion by Elias Schlenger, Fabian's Staten Island ad-pub head, and a number of theatre managers put across a 6½ page section devoted entirely to the Fabian chain. Section included blogs of Si Fabian, head of the circuit, and his partner, Sam Rosen; photos of the various theatres; thumbnail sketches of all manager of Fabian houses in S. I.; and co-op ads by merchants feteing the event.

"Canada Unlimited," two-reeler produced by RKO showing the contributions made by immigrants to Canada's development, will be fifth in the series of public affairs shorts being exhibited under the auspices of the Motion Picture Assn. of America. It is the first short in the educational program to deal with a subject not involving the U. S. A. A foreword by MPAA prexy Eric Johnston introduces the pic.

Understood RKO's "Jet Pilot," Howard Hughes' favorite story, is undergoing a rewrite job, on the insistence of John Wayne, who will star in the flying film when he winds up his current task in "Sands of Iwo Jima" at Republic. Start of "Jet" will probably be delayed until late September or early October. Wayne is due to finish "Iwo" in about two weeks.

RKO is rounding up a heavy exploitation budget to send out its 1949 biggie, "Christmas Gift," in time for the Yuletide trade. Picture, with Bob Mitchum and Janet Leigh co-starred, will wind up early in September and will be released late in December.

Universal talking with Danny Kaye for the Elmer P. Dowd role in "Harvey." In case the deal goes through, U will start the picture this fail.

WESTERN

NEW YORK AUG. 15

1:55PM

MR. AL JOLSON

HOTEL ST. REGIS

NEW YORK CITY

JUST SAW "JOLSON SINGS AGAIN" AND I CAN'T RECALL WHEN I'VE HAD SUCH AN ENJOYABLE-SUCH A THRILLING TWO HOURS. IF ANYTHING YOUR VOICE IS DEAR AL: BIGGER-RICHER THAN EVER. HOW DO YOU DO IT? THERE ARE SO MANY NEW TWISTS-NEW ANGLES ON SHOW BUSINESS IN "JOLSON SINGS AGAIN" THAT I'M GOING TO SEE IT AGAIN AND AGAIN. WHAT A MOTION PICTURE-WHAT A LIFE-WHAT A GUY! I' PREDICT THAT THERE WILL BE MORE SEQUELS TO YOUR LIFE THAN PAULINE HAD "PERILS." STAY WELL-LOVE AND KISSES. YOUR OLD FRIEND

EDDIE CANTOR

Chiller-Killers in Germany

I am working for a man with an eagle on one shoulder, a chip on have on the other, striped pants (drawing room tea style, not penitentiary), a red hot poker in one hand, a lish of lill house poker hand in the other, and a Nazi insignia provocatively when the rest. draped about his rear

General Clay Agrees

General Clay Agrees
When I first arrived in Germany, I was issued instructions from General Clay's office that controls over press and radio had been relaxed and that in the movie field we should also proceed to discontinue pre-production censorship of films as well as the licensing of exhibitors, distributors, and producers. Some months later, I received a call asking whether I ship of films as well as the licensing of exhibitors, distributors, and producers. Some months later, I received a call asking whether I had executed these orders. With some perturbation, I admitted that I have done nothing of the sort. "That is fine," said the Colonel on the phone, "the General feels that he made an error in granting freedom prematurely to German media of communication, and he will be tickled to hear that it hasn't been done in the films."

and he will be tickled to hear that it hasn't been done in the films."

Now, however, under the new Statute of Oceupation, controls are as unpopular as block booking with a Federal court. Veit Harlan, Leni Riefenstahl, and the rest of the infamous crew, whom we banished from film activity, will be free to produce, direct and write pletures to their heart's content. Emil Jannings and Wcrner Krauss can perform in them to the plaudits of their adoring public. No doubt, these hits of Hitter days will proceed temporarily with a considerable degree of caution, but it is a safe bet that in due course of time, their basis baseness will find expression on the new German screen.

The currently licensed producers themselves are well aware of the threat involved to their safety. At a recent meeting, after listening to the speeches of German representatives, the President of their association arose and said: "Thank God for the Americans. I pray nightly that they will stay here a long time to protect us Germans from ourselves."

The extent to which such protection is required was indicated

The extent to which such pro-ction is required was indicated tection is required was indicated by a statement from a gentleman named Hippler, who although he spells his name with two "p's" in-stead of one "t." sounds and speaks much like his late esteemed Fuehrer. Dr. Hippler was a power-ful factor in the Nazi-controlled film monopoly, and although he is now better employed as a railroad ticket salesman in Garmisch, his plans for the future, once the Americans with their foolish ideas of democracy and free speech aftection of democracy and free speech af-ford the opportunity, are fully ford the opportunity, are fully matured, and he makes no bones about whose bones he intends to break. In a recent interview he stated that all this "film nonsense" must stop and that just as soon as licenses disappear, he and his group, "you know whom I am referring to," he added, will take over the production end of the industry from the Quislings who now control it.

now control it.

Under the new dispensation
will stop Under the new dispen ilitary Government will passing upon all pictures except those which affect the security or prestige of the Occupying Forces. It was planned that industry selfregulation. lation, a la our home-made, would take over this responshiftity to prevent its falling into the hands of the various German states. Many of these states are controlled by reactionary elements and all of them, regardless of their

The Germans, however, move with a slowness and imperturbability which is maddening to the American tempo and temper. Although the new production code was to have been in force by May 15, it is thus far not in operation. and there is every reason to lear that it will not go into effect for several more months. If Dr. Dr. Hundhammer, Kulturminister for Bavaria, does not step into the motion picture prior to then, it

I am working for a man with an MPEA in Germany as of Jan. MPEA in Germany as of Jan. 1, have been announced, thus far only one company, Metro-Goldwyn-Mayer, is proceeding to establish offices, employ personnel and present pictures for censorship. Many inquiries have been made why MPEA is being maintained in Austria although it is being disbanded in Germany. Skepties barded that the only thing which saved the Austrian operation was my failure to specifically include it in my plea to the picture presidents for the continued existence of MPEA in Europe. of MPEA in Europe.

Publicity about the MPEA obsequies has been highly harmful. Stories appeared in most of the trade papers that each of the major companies would import at least 15 pictures annually, the independents 10 pictures, and it was supercedeble to executations. dependents 10 pictures, and it was rumored that an accumulation of some thousand old American pictures were about to be unloaded on the German market. As a consequence, JEIA (Joint Export & Import Agency) seriously proposed the establishment of film quotas. In a land of contradictions, this would of course constitute the supreme contradiction with an agency of which the United States is a part initiating restrictions is a part initiating restrictions upon the free exchange of media communication, which it is of communication, which it is re-sisting all over the rest of the world. But anything is possible in Germany.

Probably the most sensational success of our film activities in

Germany has been the Documen-tary Unit under Stuart Schulberg, a chip off the old B.P. block. It has produced a series of remark-ably useful and well-made pictures ably useful and well-made pictures for consumption in German theatres, such as "The Air Bridge," "East and West," "Me and Mr. Marshall," "Made in Germany," not to mention the memorable feature length "Nuernberg," which is still playing to large audiences. still playing to large audiences l over Trizonia. For reasons, all over Trizonia. For reasons, hard to ascertain, although English hard to ascertain, although English versions of all these pictures were produced, none of them has yet been shown in the Z.I. (United States to you). Schulberg, however, is being lured away from Military Government by a generous offer from ECA which apparently, like every other Government badies competing for the same producer is the same as Metro and Loew's, Inc. bidding against each other for an employee.

The Government - produced "Welt im Film" has until now been the only newsreel circulating or Germany and in the absence of competition a very profitable activity. It is impressive to discover how many staunch believers in private enterprise can overcome their natural inclinations, when private enterprise can overcome their natural inclinations, when government propaganda produces a handsome weekly profit. Nonetheless, under the new auspices, the present military monopoly will come to an end and commercial newsreels will be permitted to enter into Germany. The British, who can always be expected to look at things differently from Americans, favor increasing 'Welt im Film'' expenses by establishing Hamburg and Berlin editions as well as the present Munich one. This is the equivalent of Paramount having a different newsreel for Boston, New York, Chicago, Dallas and Los Angeles. As a method of unifying Western Germany it has all the soothing qualities of an Al Lichtman speech to an Exhibitors convention.

controlled by reactionary elements and all of them, regardless of their conflicting credoes and institutions agree that they nust protect their citizenry from movie contamination by strict supervision of the acreen.

That Baden-Baden Influence

The Germans, however, move with a slowness and imperturbability which is maddening to the Anterican tempo and temper. Although the new production code was to have been in force by May by transferring all rights and titles to the German states with instructions for them to auction off such valuable properties as the Bavaria Film Studio in Munich, Tempelhof Studio in Berlin, and all of the UFA theatres within a year. To many of us it seems that no procedure worse feering to America. Bavaria, does not step into the many of us it seems that no promotion picture prior to then, it cedure more foreign to American will be a surprise to all concerned. Incidentally, he is known as Dr., band over a medium of communitor. because he has two degrees, cation to the tender ministrations. I have not yet ascertained whether of a German state, even if only for a limited period of time. To permit Bavaria to obtain control over Although the plans for interring the Geiselgasteig Studio, even

only for the purposes of its ultimate disposal, is the equivalent of letting the State of New York ac Times. One local wit stated that he had never known before what Decartelization really meant, but now he knows that it signifies "putting the cart before the whores." quire rights and title to the N. Y.

Can't See the Logic

Can't See the Logic

The return of these enterprises and many others equally vital to public security, to German control, is predicated on the theory that democracy entails the operation by the Germans of their own affairs. This is very much like saying that little Johnny, although he is an ill-trained naughty boy, should be allowed to decide when to go to bed, whether to go to school, and what guns to play with. It assumes that the Germans are prepared for self-government—an assumption which no one in close touch with the situation is prepared to make. uation is prepared to make.

In large measure the present German policy is predicated less on democratic practices than on practical considerations. In case practical considerations. In case of future hostilities we hope that Germany will prove a bulwark for the western world, but it can also turn out to be a boomerang. The belief that the Germans would surelief that the Germans would sure-ly be on our side in any future en-counter, is wishful thinking, justi-fied neither by past history nor by a careful appraisal of what we or the Russians can offer them in the future. One of my employees is a singularly frank and realistic Ger-man. I say to him: "Fritz, if there should he a war between Russia singularly frank and realistic German. I say to him: "Fritz, if there should be a war between Russia and the United States, on what side would you fight?" He shrugs his shoulders dejectedly and says: "On the Russian side." "What!" I ask in mock amazement, "don't you prefer us Americans to the Russians?" "Of course I do," he answers, "but if I fight on the American side and the Russians win, they will take me out and shoot me. If, however, I fight on the Russian side and the Americans win, they will soon forgive me." Russian side and the Americans win, they will soon forgive me."

This soof-heartedness and capacity to quickly forgive and forget which the Germans rightfully diagnose as inherent in the American character does not arouse their admiration. What impresses them chiefly about the United States are our labor saving gadgets and our mass production techniques. We had to practically suspend all work in the Tempelhof studio, when the newest American lighting and sound equipment arrived for "Quartered City." the feature film about the blockade, which 20th Century-Fox is producing. They are, however, convinced that the average German is better trained and more skillful than his American counterpart. I soon discovered that no one was at all impressed when I said, "This is the way we do things in the United States," This soft-heartedness and cas is the way we United States," do things in the United States," but they were all ears, if I re-marked, "This is the last word in modern scientific methods."

As for our culture and our po-ical and economic institutions cy have found few converts. A litical and economic institutions they have found few converts. A fitting epitaph on the Occupation was uttered by a German politician the other day, when he sald of the Americans: "They came, they saw, they contributed." The contribution to which he referred was the cost of conquering and occupying Germany for a second time, now estimated to amount to the tidy little figure of \$205,000,000,000. That's not hay even for Uncle Sam and he had better say "whoa" to any policies which might make a third invasion necessary.

Flock of WB Tunefilms

Hollywood, Aug. 16.
Music hath three times as much charm at Warners this year as it did in 1948. Current program calls for nine tunefilms, compared with three last year.

three last year.

Currently in production are "The Daughter of Rosie O'Grady," "Al-ways Leave Them Laughing" and "Young Man With a Horn." In preparation are "No. No. Namette," "The West Point Story" and "We're Working Our Way Through Col-"The West Point Story" and "We're Working Our Way Through Col-lege." In the backlog is "The In-spector General." In release are "Look for the Silver Liniug" and "It's a Great Feeling."

"Nanette" will have Doris Day of the Mists," an adventure-fanand Gordon MacRae co-starred and will include the two song hits, Troupe, headed by William Lasky, "Tea for Two" and "I Want to Be Happy," I will be produced by William Lasky, will spend six months in the jun-Happy," I will be produced by William Jacobs, making a total of six pictures on his program. Others are "The Girl from Paris," "The Candy Kid Levels," "Betrayal," "Crashout" and "Ghost Mountain." Kong" and "Mighty Joe Young."

= Continued from page 5

continued from page s
wive program of reviving oldies
with a limited number of prints.
In effect, the two majors are using art houses, first-run, as a proving ground for the classics piled on
their shelves. Baker declared that
the companies estimate 300-400
houses scattered through the U. S.
would book the reissues and that
his estimate conforms with that figurge. Understood that both Translux and Telenews chains are also
supporting the plan.
Majors will attempt the idea on

supporting the plan.

Majors will attempt the idea on a conservative basis, Baker elaborated, to keep the operation from growing costly. Because the time element is not too important, number of prints can be kept down. Films would be circulated among the sureseaters without the need of cortestive simultaneous bookings of extensive simultaneous bookings of

any particular pic.

Art flickeries are confronted with a dire shortage of foreign pix. Baker said. "There are now only a handful of good ones, maybe a half-dozen yearly. The rest are unimportant small flims which had no reason to come over in the first place." Ilya Lopert, head of the chain, is one of the leading U. S. distribe of foreignings niv. distribs of foreign-lingo pix.

ustrios of toreign-lingo pix.

Recent performance of the W. C.
Fields' pix at several of the Lopert
houses is regarded by Baker as evidence that the public is ripe for
large-scale reissuance of the classics. In eight weeks at the Avenue
theatre, N. Y., with less than 300
seats, Fields' package averaged between \$5,000-\$6,000 weekly, Baker
aid. Same-dualer paged at the said. Same dualer opened at the Little theatre, Washington, a 289-seater, to a sensational \$4,600.

Baker said he originally approached Warner Bros. with the scheme, "but so far they haven't been receptive." He expects to go back to WB after the plan proves itself.

Polio Scare

Continued from page 7

the disease had slowed down, but all clubs, taverns, pool rooms, and cigar stores must close at 7 p.m.

Ohio Ditto

Greenville, O., Aug. 16, Both outdoor and indoor theatres were ordered to cease operations throughout Darke County, and all public gatherings there were banned last week because of the prevalence of polio. Dr. Maurice M. Kane, health commissioner, also banned church services, public funerals, club and lodge meetings, and the ropening of schools. The Darke County Fair has been cancelled. Swimming pools and some parks and play-grounds had been closed earlier.

A road block and a county-wide curfew were inaugurated in Greenville and Darke County last week (9), with officials stopping motorists on four main highways telling them of the country-wide 7 p.m. curfew, and urging that they return home unless their business was urgent Congregating any turn home unless their business was urgent. Congregating anywhere was banned, and all bars and ealing places were ordered to close at 7 p.m.

Polio Shutters Drive-Ins
St. Louis, Aug. 16.
The rapid spread of polio in southeast Missouri during recent weeks has resulted in a number of drive-ins and other houses being shuttered until the epidemic has been conquered. The Edwards & Plumlee Circuit, with headquarters in Farmington, Mo., shuttered its houses in Elvins, Bismarck and Longwood, Mo. However, its houses in Bonne Terre, Eldon and Ironton continue to operate but are subject to closing should the disease invade those areas.
W. S. Brawley, owner of Pap's

W. S. Brawley, owner of Pap's theatre, a 200-seater in Eminence, Mo., has closed because of the Mo., has closed because of the presence of polio.

Lasky's Yucatan Pic

Hollywood, Aug 16.

Jesse L. Lasky is sending a roupe to Yucaian to shoot "Valley

Majors' Reissues Divorcement Seen Yrs. Off

Washington, Aug. 16.
Contending that the recent New
York anti-trust ruling means the
end of the road legally for the majors, the Allied States Association
admitted it will take several years
to carry out divorcement and divestiture fully.

vestiture fully.

A supplemental membership bulletin by Abram F. Myers. Allied board chairman, said in part:

"While it would seem that the die is cast, the processes of divorcement and divestiture may conceivably consume a number of years. However, the decree scheduled for presentation on Sept. 20 will fix definitely the terms of the injunctions and specify the time injunctions and specify the time limits and procedure with respect to the loose ends and, to all intents and purposes, will be a final decree within the meaning of Sec. 5 of the Clayton Act.

"The trade papers continue to int at further consent decrees

decree within the meaning of See. 5 of the Clayton Act.

"The trade papers continue to hint at further consent decrees and it is possible that the Government and the defendants may reach an accord as to the theatres to be divested as illegal fruits or parts of local monopolies. But testimony has been received as to all issues, including those left open by the Supreme Court, and findings and adjudications of guilt are in order.

"There is no possibility of a consent decree which could not be used as evidence in a private suit because entered before any testimony had been received.

"In view of all that has taken place the entry of the usual form of consent decree containing protestations of innocence and without adjudications would be contrary to law and would stultify the Government attorneys who consented to it and the court that approved it . . . "We are confident that all important industry leaders will soon be reconciled to the new order and that a harmonious industry will surge forward in harmony. The future can be faced with assurance that at last the industry is on firm legal ground. This optimistic prospect is not dimmed by the eroakings of a few chronic bad guessers. Their hyperacidity is induced by their inability to foreast the outcome of the Government suit and the proceedings involving ASCAP. They pretend te see no good in the reforms ordered by the courts under the laws of Congress.

"But rage based on disappointment will influence no one."

"But rage based on disappoint-ment will influence no one."

Rank Crisis

Continued from page 5 where the duo are said to have had their differences. This fact, in turn, is basis for a report that Carr

is threatening to resign if Archibald switches to distribution.
Indicating how rumors start flying, resignation of Sir Brian Mountain as a director of the Bank group has stirred reports that Eagle Star Insurance. Rank's chief Eagle Star Insurance, Rank's chief bankroller, is cracking down. Mountain, however, stepped out of the Rank group because of his father's death, and is now chairman of the Eagle Star board, hence his duties have become too arduous. Another insurance execuil take his place while Rank and Davis continue as directors on the Eagle Lion board.

Those John Davis Rumors
Silly season has reached its

Silly season has reached height with a rumor that Davis height with a rumor that Davis is on his way out. Contrary to this, Davis is in more solid than ever. One bank executive, P. 11. Shirley, is alding Davis on financial matters. He is taking the place of Leslie Farrow, Rank's top fiscal expert, who is sick.

One other report has it that the banks have refused Rank any aid unless he puts up \$2.000.000 of his own money. To this as to other reports, film Insiders answer that the Rank group is as strong as the

the Rank group is as strong as the British empire. No need for com-paratively small amounts of ready eash can upset the big British film

Reorganization will undoubtedly Reorganization will indoubtedly mean closer surveillance of sales by the production end of the Rank org. Much smaller number of films will be turned out by Rank producers next year, possibly no more than 20. Because of this, it is the avowed purpose of the filmmakers to inspect sales contracts and campaigns with care.



VARIETY

21



Breaking records at Radio City Music Hall in the hottest weather on record—and Big everywhere!

WINNER OF
"EXHIBITOR MAGAZINE"
POLL FOR "BEST
PRODUCT AND
FAIREST TERMS!"



LEO SHOWS
YOU HOW TO
KEEP COOL,
CALM AND...

COLLECT!















FAN FARE!

M-G-M again this summer is the company that delivers Big Ones when you need them. Just a few on this page.

More on the way!

Hot Tip!
THE GREATEST PICTURE SINCE SOUND IS M-G-M's BATTLEGROUND

Film Reviews

Continued from page 8;

The House Across the Street

familiar and for program bookings in the lesser situations it will prove adequate

Plot lines itself up to depict crusading managing editor who tackles a crime bigshot in an effort to put the racketeer behind bars to put the racketeer behind bars. The campaign waged by the newspaper gets too hot, the racketeer brings pressure and the publisher relegates the editor to conducting the paper's lovelorn department. The ed finds a clue to the answers he wants while doing the sob sister stuff, goes on the prowl with the aid of a fearless girl reporter, and the expected conclusion comes about satisfactorily to all but the bigshot mobster. bigshot mobster.

about satisfactorily to all but the bigshot mobster.

Richard Bare's direction of the Russell Hughes screenplay doesn't strain and plays the melodramatics lightly for comedy flavor. Cast treats the material the same way, doing nothing that will distinguish them but handling the assignments capably. Wayne Morris is the likeable editor and Janis Paige is easy on the eyes as the sob sister. Two also pair for romance. Bruce Bennett does nice work as the racketeer, underplaying the role. More flamboyant is James Mitchell as Bennett's chief henchman. Alan Hale walks through the publisher assignment, with an occasional spotting of chuckles. Barbara Bates gets some color into her bad girl part and James Holden pleases as a victim of gangster tactics.

Hughes based his script on a story by Roy Chanslor. It is an account.

as a victim of gangster tactics.

Hughes based his script on a story
by Roy Chanslor. It is an average,
workmanlike job of writing that
sometimes has a dialog spark. Saul
Elkins' production supervision
makes the most of the moderate
budget in framing the physical
dressing and William Lava's score
does an obvious job of backing the
story's mood. Editing keeps the
footage down to an acceptable 69
minutes.

Brog. minutes. Brog.

The Mysterious Desperado

Hollywood, Aug. 12.

RKO release of Herman Schlom produc-on. Stava Tim Holt: features Bichard lartin. Edward Norris. Movita Castaneda. obert Livingston, Frank Wilcox. Directed obert Livingston, Frank Wilcox. Directed ot Lesley Sclander. Written by Norman ouslon: camera, Nicholas Musuraca; usic, Paul Sawiell: editor, Les Mil-look. Tradeshown Aug. 12, 49. Running mc. 69 JIIN.

Chito Richard Martin
Ramon Edward Norris
Luisa Movlta Castaneda
Jordan Robert Livingslor
Stevens Frank Wilcon
Barton William Tanner
Whittaker Robert B. Williams
Sheriff Kenneth MacDonald
Pedro Frank Lackteer
Padre Leander DeCordova

Tim Holt has an unusually good western in "The Mysterious Desperado." Crammed with action, footage moves swiftly in telling its better than average story of mysterious doings in early California. Oater fans and Saturday matinee trade will find this one likeable.

trade will find this one likeable.
Plot is standard material for a
western, but doesn't play like it.
Norman Houston dresses up his
story neatly and Lesley Selander's
direction pushes it along with good
suspense values. When Holt's saddle buddy. Richard Martin, is announced as the heir to rich lands
in California, the pair leave their
Arizona ranch to see what it is all
about.

about.

The shootin' concerns slick scheme of a land agent to control a Spanish land grant acreage by killing off heirs and selling property in parcels to new settlers. It takes Holt and Martin a little time to figure out the top heavy, ably played by Frank Wilcox, but hard riding, good shooting and fist-sling-make things come out right for ing make things come out right for those on the side of law and order.

those on the side of law and order. Edward Norris is one of the heirs being pushed around. He's framed for the murder of his father, but Holt and Martin fix that. They also fix things so Norris and his girl friend. Movita Castaneda. can get married after the shooting and scrapping is out of the way. Principals do well. Robert Livingston and William Tannen are a good team as Wilcox henchmen. Kenneth MacDonald is an honest sheriff and others are capable.

Herman Schlom's production gets the most value from story and scenic background, and the Paul Sawtell score contributes neatly to thriller-suspense mood developed by Schander's direction. Lensing by Nicholas Musuraca and editing by Les Milibrook are among other credits helping to make this a strong entry in the regular oater market.

Brimstone (COLOR)

Republic release of Joseph Kane pro-uction, directed by Kane. Stars Rod ameron, Adrian Foothe, Stars Rod ameron, Adrian Foothe, Lack Holt, Jim James Brown, Guinn (Big Boy Williams, Charlita. Screenplay, Thames Williamson, from story by Norman S. all; camera CTrucolori, Jack Marta; edi-ur, Arthur Roberts; music, Nathan Scott, Tadesshown N. Y., Aug. 11, 49. Running FortsDavis. JamWilliams, Charlita.
Williams, Charlita.
Williamson, from story
Williamson, Francisco, Walker
Williamson, Walter
Walter
Walter
Williamson, Walter
Walter
Walter
Williamson, Walter

"Brimstone" is a field day for Rod Cameron and Walter Brennan who gustlly romp through this Republic Trucolor sagebrush saga. As the U. S. Marshal and No. 1 outlaw, respectively, they deal out a welter of shooting and hard riding which should add up to above-average grosses in the action situations.

Producer Joseph Kane who also

uations.

Producer Joseph Kane, who also directed, endowed this entry with firstrate production values. Tructoolor lensing of Jack Marta is good in daylight scenes, but the tint process is not nearly so effective for the night sequences. Devotees of oaters will relish "Brimstone," although its pace could be considerably speeded by slicing the 90 minutes running time.

Yarn revolves around the oft-

Yarn revolves around the oft-told fight of a cattleman and his sons to resist the Invasion of home-

told fight of a cattleman and his sons to resist the linvasion of homestcaders. Once a wealthy stockman. Brennan and a pair of his offspring turn to robbing the stage and local bank in an effort to break the newcomers financially.

Norman S. Hall story, as screen-played by Thames Williamson, is a rambling account of a frontler feud. However, the film gets a lift through Brennan's salty portrayal of the vindictive plains pioneer. Cameron is a capable and forthright minion of the law. Among other players Adrian Booth is credible as a femme homesteader who weds Brennan's son, James Brown. Forrest Tucker scores as a crooked sheriff. Jack Holt has little to do as a Federal marshal who's wounded in a stage holdup. Balance of the cast is competent under Kane's brisk direction.

Hollywood Burlesque

Ever since burlesque here since buriesque became a memory in many municipalities, there are many that hold some fond recollections of this form of entertainment. Those that want to hold onto those illusions had better skip "Hollywood Burlesque," no matter what the exploitation says. It's a film that can be exploited in towns where there are no burlesque nim that can be exploited in towns where there are no burlesque houses. Those that have this type entertainment still available will find it difficult to compete with the real item.

find it difficult to compete with the real item.

"Hollywood Burlesque" can be exploited into heavy grosses as is evidenced in the first N. Y. run of this picture where virtually an allimate audience is paying comparatively good prices to recall the entertainment now tabu in Gotham. However, the marquee promises more than is delivered on screen, even though picture is an actual run-through of a burly show as done in a Los Angeles house.

The major resemblance to hurly is in the paucity of production. The shricking exploitation promising girls—girls—girls dwindles down to a femme sextet, three showgirls and a retinue of neo-strips who make with a small amount of bumps and grinds and flash out when the innocuous parade of one chorus is sparse.

sparse.

much as a hairpin. There's only one number in which the gals dispense with some raiment, but when it looks like it might become interesting, they go off-stage and return in gowns. There's nothing in this picture that will bring trouble from bluenoses.

VARIETY

Obsession (BRITISH)

Lift release of J. Arthur Rank-Independent Souverign Films (N. A. Bronsten) production. Stars Robert Newton, Sally Gray. Directed by Edward Dmytryk. Screenplay by Alec Coppel, from his Premigron-Richards, Robert Day; editor, Lito Carruthers; music, Nino Rota, At Odeon, London, Aug. 3, 49. Running time, 98 MINS.

Storm Riordan. Robert Newton Storm Riordan. Robert Newton Storm Riordan. Supt. Finsbury. New Bill Kronin American Salle Marchard Robert Storm Riordan. Michael Balfou Betty Coope James Harcour American Sa Miss Stevens Aitkin

Powerful suspense is the

Powerful suspense is the keynote of Edward Dimytryk's first British directional effort and a strong dramatic situation has been developed from Alec Coppel's ill-fated stage play "A Man About a Dog," which ran for only a few nights. Boxoffice value of the pic in Britain is enhanced by striking similarity of the theme to the recent sensational acid-bath murders, while in America it should score on dual bills.

A straightforward situation is presented in which a doctor plans the "perfect" murder of his wife's American lover. Firstly the victim is confined in chains in a vacant building and the intention is to keep him alive while the hue and cry is on. The doctor's assumption is that if suspicion should fall on him he could always produce the missing person. The intention is that once the murder takes place the body should be dissolved in acid and disposed of down the drain. The wife's suspicion leads Scotland Yard to the trail and the victim is rescued after he has been dosed with poison.

The whole accent is on suspense and the clearcut presentation, with the plot focused on the four central characters, extracts the best from the theme. In the early stages the pace could be quickened but the whole atmosphere becomes tense when the official Scotland Yard inquiries begin. Naunton Wayne as the Yard superintenden is an example of perfect casting and his nonchalant manner deserves particular praise.

Wayne as the Yard superintendent is an example of perfect casting and his nonchalant manner deserves particular praise.

Robert Newton is ruthlessly polished as the doctor and plays the character in typical vein. Phil Brown displays his usual compence as the American victim and Sally Gray is effectively cast as the erring wife. But the biggest scenestealer in the film is Monty, the wife's dog, who is the American's companion during his long confinement.

Trottie True (Color) (BRITISH)

(BRITISH)
London, Aug. 10.
J. Arthur Rank-Two Clties productle
and release. Stars Jean Kent. Jam
Donald: features Hugh Sinclair, Lan
Morris, Andrew Crawford, Bill Owen. D
rected by Brian Desmond Hurst. Scree
play by C. Denis Frieman, from novel be
Caryl Brahanas and S. J. Simon edito
Caryl Brahanas and S. J. Simon edito
Harry Waxman; music, Bendamin Franke
At Odeon, London, Aug. 9, '49. Runnin
time, 98 MINS.

At Odeon, Londor, Aug. 9, 49, kunning At Odeon, Londor, Aug. 9, 49, kunning At Odeon, Londor, Londor,

Within obvious Crottie True" is a b limitations Within obvious limitations, "Trottie True" is a bright, vivacious Technicolor backstage musical. But it has clearly been made on a restricted budget, which has resulted in the elimination of anything remotely resembling production numbers. Currently, it's an above-average quota attraction for British exhibs. For U. S. release, pic has been retitled "The Gay Lady."

pic has been retuted the Cast Lady."

For this type of entertainment, the story follows the usual pattern. Central and dominating character is Trottie True, who works her way up from the back streets of Camden Town through smalltime vaudeville as a Gaiety Girl in a George Edwardes musical, ending up as the wife of a Duke.

In the development of the main theme, there's almost 100% realiance on the main character, and Jean Kent's breezy, colorful personality comes across easily and

sparse.

Film is meagre on comedy. There are several sketches which have served long and valiantly on the wheels and some bring good audience reactions. More humor would have relieved long stretches of production.

Cast comprises off and onners.

There's a heavy set double-chinned juvenile singing the production numbers. Eddle Ware and Wenn Hitt do well in the limited comedy roles, and the staff of peelers, including Hiiary Dawn, Jenne, Joy Damon and others fail to shed as the side of the personality that the staff of peelers, including Hiiary Dawn, Jenne, Joy Damon and others fail to shed as the wife of a Duke. In the development of the main that character, and whele where there, there's almost 100% reliance on the main character, and sent kent's here, there's almost 100% reliance on the main character, and sent would have been where the personality comes across easily and or convincing had she been where the personality to the gallery rether that the staff of the personality discussions.

fine picture of some outstanding London scenes, and also of the surrounding countryside. Where studio settings have been employed, they have faithfully kept to the period, with an effective contrast established between the modest Camden Town home and the magnificent mansion at which Trottie eventually presides. This also emphasizes the hokum aspect, with an effective scene in which Trottie the Duchess entertains the members of her own family, all dressed up and obviously ill at ease in the regal surroundings.

Apart from Miss Kent, the principal role is that played by James Donald as the member of the peerage who is intrigued by the Gaiety Girl while warning a fellow peer of the perils of hanging around the stagedoor. Hugh Sinclair has a comparatively small part as the sophisticated "bounder." Andrew Crawford effectively represents the sincere type who is squeezed out of romance, Bill Owen is unfailingly solid as the smalltime performer who watches Trottie grow to stardom, and Lana Morris is a perky Gaiety Girl who knows what she wants, and then elopes with a chauffeur. Myro.

ildemar Walter Biuhin Ili's Mother Magdalene von Nussbaum

German-made semi-documentary about family life adjustments in postwar Berlin offers a sympathetic story and some stirring moments, but lacks strong bould for the U. S. market. Principal weakness appears to lie in the script, with the production, and performances adding plausibility and appeal.

As with so many postwar foreign imports, "Somewhere in Berlin" is so realistic it seems almost factual. Locale of a bombed-out residential section of Berlin strendthens the authentic factor, and the story of the boys playing "army" with black-market fireworks amid the ruins, is consistently believable. Impressive and moving, too, is the situation of the ragged soldier, back after years of war and prison camp, trying to adapt himself to the changed life with his wife and son.

But various parts of the situation lack projection or clarity, and several plot threads are unrelated to the basic story. Thus, the activities of black-marketers and the sequences about kids stealing groceries suggest the prevailing shortage of food, but somehow the people don't give the impression of being underfed. Similarly, while the ruins and the almostempty streets show the actual physical condition of the wrecked capital, the atmosphere of stagnation and despair remains implicit, without being dramatized.

Also there are too many unexplained, but apparently symbolle touches, such as the mental-shock veteran who voices a cryptle requiem at the bedside of a dying boy, the pickpocket who opens the yain, the kindly old painter, etc. And the relationship of the returned soldler and his wife is more or less taken for granted, where better development might have given the pickpocket who opens the yain, the kindly old painter, etc. And the relationship of the returned soldler and his wife is more or less taken for granted, where better development might have given the pickpocket who opens the yain, the kindly old painter, etc. And the relationship of the returned soldler and his wife is more or less taken for granted, where better development might h

Best Set Nominees

Hollywood, Aug. 16, Institute of Decor

Hollywood, Aug. 16,
American Institute of Decorators picked "The Barkieys of
Broadway" and "Allas Nick Beal"
as second-quarter nonlinees for
best set decoration awards in 1949.
Nominations were made by a
committee consisting of Henry
Grace. Metro; Walter Scott, 20thFox: Rov Moyer, Paramount; Ruby
Levitt, UI, and Jacques, independent,

'49 Net

Continued from page sa lower than any quarter in the past

lower than any quarter in the past two years.

RKO took the full brunt of the May-June b.o. decline in its second quarter. The impact against the company was double-edged since it was hit in exhibition and distribution. The wide gap between its gross during those three months and that of any quarter previous demonstrates the direct effects of the bad domestic theatre biz.

Second-quarter report by Paramount suffered from the same impact. Par has showed up with \$7,800,000 for the three month stretch ended July 2. Deducted from this total, however, is \$4,735,000 in special income which the company derived from the break-up of the Malco, E. V. Richards and Perry Hunter circuits. Actually, Par's net from normal operations amounted to the abnormally low figure of \$3,165,000.

Against this, Par netted \$5,675,000 in the comparative second quarter of '48. Its total for the first six months, including the take on theatre sales, comes to \$13,475,000 against \$13,570,000 lat year,

first six months, including the take on theatre sales, comes to \$13,475,000 against \$13,570,000 last year. Equivalent earnings for the quarter amounted to \$1.19 per share on 6,555,457 shares outstanding and \$2.06 for the half year. Against this, 1948's equivalent earnings were 84c and \$1.96 resectively. Par has declared a regular quarterly dividend of 56c per, share on common, payable Sept. 23 to stockholders of record, Sept. 2. That the bite into grosses was

share on common, payable Sept. 23 to stockholders of record, Sept. 2, That the bite into grosses was not uniform is indicated by an SEC report filed this week by Columbia. For the period ended June 30, straddling the spring b.o. slump, Col grossed \$9,603,000 (exclusive of foreign revenues). This total represents a slight improvement over the past two quarters when the company's gross came to \$8,924,000 (three months ended March 26) and \$8,668,000 (three months ended Jan. 3).

Net returns on the other companies have proved mixed so far but none have yet to report on the bad May-June period. Warner Bros. net for the half year has been a disappointing \$5,624,000. Universal, with a loss of \$465,242 for the six months ended April 30 is expected to show more red ink when it comes up with its ninemonth returns.

month returns.

Twentieth-Fox's net for the first quarter has been \$3,017,000, an advance over the \$2,926,842 garnered in the equivalent period of '48. It remains to be seen whether 20th has been badly hit by the spring decline. Metro's nine-month report was a promising \$5,160,773. That report absorbed the May end of the-business blues since it covers the period ended June 3.

RKO Topping UA

Continued from page 7

eila," "Ichabod and Mr. Toad" and

eila," "Ichabod and Mr. Toad" and "Treasure Island."

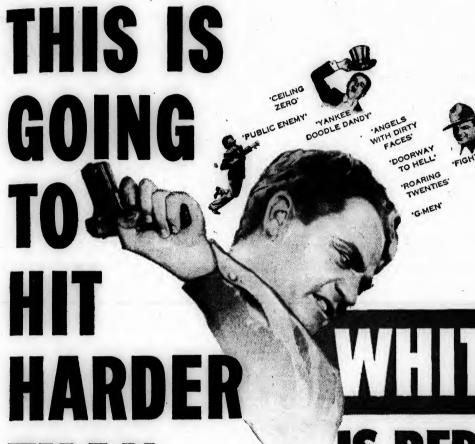
Merian C. Cooper has already delivered "Mighty Joe Young," which is doing exceedingly well in early engagements, while Cooper and John Ford will shortly lave their "She Wore a Yellow Ribbon" in fullscale release. Jack Skirball will provide two, "Love Is Big Business" and "Blind Spot." Irving Allen and Franchot Tone have already delivered "Eiffel Tower" and Allen will make "White Tower" in Switzerland.

Polan Banks is set to make "Carriage Entrance," Sol Lesser will provide another in the Tarran series, and Armand Denis and Lewis N. Cotlow have delivered their "Savage Splendor," documentary on an African expedition. "Arctic Fury," a revision of an earlier film on the northland, has already had some engagements.

Fury," a revision of an earlier him on the northland, has already had some engagements.

In addition to the other indie product, RKO will have three pix made by Hughes when he was in that category. Reacquired from UA, which was to release them, they are "The Outlaw," "Mad Wednesday" and "Vendetta." Of RKO's own product, one pic, "Montana Eelle," was bought in its completed state from Republic Latter studio made a fancy profit on it. Hughes apparently wanted it because his star, Jane Russell, appears in it. Hughes will also produce one pic personally. "Jet Pilot." He hopes to make of it, of course, another "Hell's Angels," which he produced with spectacuire bo, success in his éarly indie days.

THAN



TRADE SHOW AUGUST 24

Weener Screening Boom
7F R. Poerf.S. - 12:30 P.M.
ATLANTY F. S. Foerf.S. - 12:30 P.M.
ATLANTY F. S. Screening Boom
17F Wallen S. R.W. - 2:30 P.M.
100 STON
18D Screening Boom
100 StON
18D Screening Boom
14D Frenklin St. - 2:30 P.M.
12D Affington Stem
14D Frenklin St. - 2:30 P.M.
12D Affington Boom
14D Frenklin St. - 2:30 P.M.
12D F. S. S. 1000 P.M.
12D F. S. Welson Ave. - 1:30 P.M.
12D F. Welson Boom
13D St. Welson Ave. - 1:30 P.M.
12D F. Welson Boom
13D St. 100 P.M.
12D F. S. 100 P.M.
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12D Step St. - 2:00 P.M.
12D

IS RED-HOT AND READY NOW AT WARNER BROS.

Geared to go-and go-and go!

EVER HIT BEFORE

CAGNEY

VIRGINIA MAYO EDMONI O BRIEN

she's the Lady Friend

FRED CLARK
DIRECTED BY
RAOUL WALSH
PRODUCED BY
LOUIS F. EDELMAN.

RANSAS CITA Screening Boom
1770 Wyworker Streening Boom
1770 William War 200 P.M.
MEAPHYS
2011 Carbory Fas Screening Boom
1781 Wincard Streening Boom
1781 William William William William Boom
1781 William William William Boom
1781 William William Boom
1781 William Streening Boom
1780 William William Boom
1780 William Boom
1781 Boom
1781

Screen Play by Ivan Goff and Ben Roberts Suggested by a Story by Virginia Kellogg • Music by Max Steiner

16m Biz OK But Yanks Figure Why Add to Stockpile of Frozen Coin?

on their 16m operations abroad are hitting between \$3,500,000 and \$5,-000,000 yearly, but expansion in the field, which started right after the war, has come to a halt. Companies figure there is no use burning up their product or expending energy merely to add to their already sizable stockpiles of frozen

aiready sizable stockpiles of frozen coin abroad.

If and when the currency situation eases and the sale of films overseas again means receipt of dollars in the U. S., a great surge by the majors may be expected in the narrow-gauge field. Until then, most companies intend merely to sit tight and hold their lines on the 16m biz they have already built up. built up

built up.
Quantity of coin that is now coming in with the minimum of effort and investment since the war's finish proves what a lucrative end of the industry the servicing of 16m prints can be. It is estimated that much of that 90% of the world's population which Eric Johnston states has never seen a motion picture are potential audiences for 16m. There can be no doubt that the American companies will go after them, too, when and if the simmering world calms down and the curbs are off.

Aside from many undeveloped areas of the earth where it is unfassible to build regular theatres for standard film, a big potential market for 16m is seen in the Soviet-orbit countries. If the Iron Curtain is ever lifted, the large segments of the population outside of the major cities will provide party of opportunity for 16m expansion.

England, France and Italy are Quantity of coin that is now com-

England, France and Italy are England, France and Italy are now the big sources of income in Errope from the pint-sized stock. All the majors except RKO are operating in England now and RKO may go in. David Coplan, former United Artists manager in London and now in the TV film production business there, has been in negotiation with RKO looking toward setting up a 16m distribution outfit for the company ir ingland.

Sance is providing 3,000,000 to

yearly. Otherwise, there are a flock of other countries which earn small amounts, such as Venezuela, Citha, the Philippines and Siam. A highly-profitable sideline to the overseas 16m business is the graphy of the philippines and significant the state of the significant significan

the overseas 16m business is the serving of ships with films. Income from this source is estimated at bottween \$400,000 and \$500,000 y arly, of which George Barnett's Movies En Route, Inc., takes 35%. Bornett's firm has exclusive tleups with both distribs and shipping lines to handle the business for thom.

them.

The America and He de France

par \$300 round trip per print,
which permits them one showing
ir each direction. Queen Mary and

Coren Elizabeth are serviced out
to London as a dollar conservation

measure by the British. They pay
£60 (\$240) per round trip use.

Smaller ships pay less, of course.

The all get films prior to release
in e U.S.

The and railroad exhibition

rline and railroad exhibition oix has never developed. Only ones now showing films are those the Avianea line between Baran-illa, Colombia, and New York. Trey have an exclusive tieup with RXO. Chesapeake & Ohlo remains the only railroad using pix, except for the Pennsylvania's Jeffersonina from New York to St. Louis, which has a children's theatre.

Plan 'Walk Sun' Reissue

Chicago, Aug. 16. Milton Gordon, Walter Heller & o. film advisor, states that nego-Co. film advisor, states that negotiations are underway to reissue "A Walk in the Sun" for which his outfit, along with Ideal Factoring Co. of New York, put un almost \$1.000,000 of the \$1.250,000 cost for the 1944 production.

About \$400,000 was still due the two companies on their loan. Underwriters claimed the picture in foreclosure proceedings in New York supreme court last week.

TEXAS VARIETY BACKS **CHARITY BOYS CLUB**

Houston.

Houston Variety Club will sponsor a non-sectarian Variety Boy as its major charity project. A \$25 a plate dinner will be held here at the Shamrock hotel, Sept 11 and 12 to help finance the project. Plans call for about 10 Hollywood starlets to come here to model special clothing creations. These will later be sold at auction.

Honor Ezell in Dallas

Dallas.

A life-size oll painting of Claude
C. Ezell, veteran Texas showman
who is responsible for organization
of local Variety Club Tent, was unveiled in the clubrooms here at a
banguer held to honor. Frell vened in the clubrooms here at a banquet held to honor Ezell. Painting was given to the Variety Club by R. D. Bower, a life time friend of Ezell's. Ezell was chief barker of local tent in 1943.

20th-Odeon

Continued from page 3 :

Skouras proposal. He gave Skouras no encouragement that a deal could be worked.

One factor favoring an agree ment involving a smaller than half interest is the problem that a num-ber of Odeon houses face in ob-taining product. Most of the American films in Canada go to American nims in Canada go to Famous Players-Canadian chain, Paramount-owned web, which is Odeon's chief competitor. Which the Odeon gets all of Rank's films, it could use a bigger slice of U. S.

Rank Trims Costs

Continued from page 3

British film employees to the 10%-20% nick on salarles which the BFPA decreed. As for the top stars, while "they have not come out openly in favor of the slash, they are considering It behind-the scenes very favorably." British film people know, he added, "that the industry has its back to the wall"

the industry has its back to the wall."

(From London, report comes that one of the reasons for the BFPA's fast action is to put the industry in a favorable position to ask for wage cuts from union labor. New

in a favorable position to ask for wage cuts from union labor. New basic contracts come up for negotiation in the fall. Unions would naturally balk if top execs and clerical help did not also take cuts). Top stars, St. John said, were currently being paid between 15, 000-20.000 pounds (\$60,000-\$80,000) per picture. Income taxes are so high that the slash means very little difference in actual coin to these stars. "They know that high costs can kill the goose that laid the golden egg," St. John said.

On any pic that must depend on the old world market; St. John fixes the negative cost ceiling at 200,000 pounds (\$800,000), with 175,000 pounds regarded as a safer figure. On a joint Anglo-American film venture where a U. S. outlet is guaranteed, the costs can jump to 325,000 pounds (\$1,300,000 with each partner chipping in 175,000 pounds. Rank group is trying to hold the average to 175,000 pounds. Rank group is trying to hold the average to 175,000 pounds on pix intended primarily for the home market.

home market.

Pointing up the importance of the American outlet is the fact that "Hamlet" cost 550,000 pounds. "When that budget was fixed, it was swanded as madness," St. John

"When that budget was fixed, it was regarded as madness," St. John raid, "but the film will turn in a profit regardless of its big cost."

Development in Hollywood of the past few years is finally taking shape in Britain. There is an increasing tendency of indie producers and directors to take their cut in the form of deferments, British film exce noted. Movement is now spreading to stars who are currently considering the' type of compensation. compensation.

compensation.

St. John brought over with him prints of "The Gay Lady" and "Adam and Evalyn" for sneak previews here. He will also edit a number of Hark pix currently unreleased in the U.S.

SIDNEY TO DIRECT 'ANNIE' FOR METRO

Hollywood, Aug. 16.

George Sidney will take over direction of "Annle Get Your Gun," succeeding Chuek Walters who had charge of that Metro musical becnarge of that Metro musical be-fore Judy Garland was taken ill. Walters will direct "Summer Stock" when Miss Garland returns to work in October. The revamped "Annie," with Betty Hutton in the name role, will be Sidney's third director job this year. Others are "Key to the City" and "The Crossroads."

Hughes-RKO

Continued from page 3

ago, Hughes was required to give Odlum 10 days to meet any bld for the theatres. That period has long since passed and Odlum has made no effort to meet the price offered by the Meyer syndicate,

offered by the Meyer syndicate.

Odlum has indicated a belief, however, that the Meyer bid is not bona fide, but the product of a deal between Hughes and the group. He sent a series of queries to Hughes—indicating that there might be a court battle if the answers were not satisfactory—and it is believed that is what is holding up Hughes' reply on the Meyer offer. It is understood that he doesn't want to accept the bid until his legal eagles assure him that he is on clear ground.

Meantime, Malcoln Kingsberg, operating head of the RKO circuit, is continuing his efforts to raise coin to beat the Meyer bid. He has indicated he'll continue trying until acceptance by Hughes of Meyers.

indicated ne'll continue trying un-til acceptance by Hughes of Mey-er's offer assures hlm he no longer has a chance of galning control through his own syndicate. He is understood still to be around \$2,-000,000 short of the money re-

Odlum Standing Pat

quired.

Odlum Standing Pat

Odlum has made it clear that he has no intention of meeting the \$5,575,000 price. It is generally believed that he never had any interest in owning the houses, in any case, but took the option for what he could make on it when he sold control of the RKO parent company to Hughes a little over a year ago. He is understood to have been offered \$250,000 for the option, but refused it, demanding \$500,000.

Kingsberg and Odlum reportedly had an agreement between them by which the former was to take the option if he could get the coin together to exercise it. Odlum was to have no financial interest in the Kingsberg syndicate beyond, perhaps, stock equal to a predetermined value set upon the option.

Odlum's option now is uscless. It may, however, provide the basis of a court fight on the basis of the Odlum attack on the Meyer bid as not bona fide. That's avidly denied by the Meyer outfit, of course, and whether Odlum would take it to court remains to be seen. There's a big gap between making a charge and proving it before judge and

a big gap between making a charge and proving it before judge and

Nov. 8 Is the Deadline
While the industry has its eyes
on Hughes, waiting for his decision on the fate of the highly valuable circuit of about 100 theatres, the RKO owner is under no com-pulsion to take any action before Nov. 8. On that date he has to have the houses divorced from the production-distribution company under terms of the consent decree he entered into with the Dept. of

However, he undoubtedly would want to let himself get into position of a forced sale as retof no standing bids when Nov. sult of no stand 8 rolls around.

Banks Help U. Continued from page 3=

set to insure the banks of U's liquid shape. Under the original loan's terms, if U's convertible assets fell below that total, the banks could demand additional collateral.

demand additional collateral.

Under the modification, original
\$22,500,000 figure may be reinstated Oct. 1. However, understood banks will not make that demand if the eompany's present operations hold up. It is expected that U will come close to breaking even for the fiscal year, ended Nov. 1, after a slow start in which the company showed a loss of \$465,242 for the first six months.

Picture Grosses

TORONTO

(Continued from page 10)

wk). Lusty \$9,000 after last week's smash \$13,000.
Odeon (Fank) (2,390; 35-\$1.20)
—"Home of Brave" (UA) (4th wk).
Still big at \$10,000 after last week's \$12,000.

\$12.000.

Shea's (FP) (2,386; 40-70)—

"You're My Everything" (20th).

Big \$10,500. Last week, "Great
Gatsby" (Par) (2d wk), \$7,000.

University (FP) (1,556; 40-60)—

"Casablanca" (WB) (relssue). Fine
\$6,500. Last week, "Fountainhead"

(WB) (2d wk), okay \$5,000.

Uptown (Loew) (2,743; 40-70)—

"Edward, My Son" (M-G). Good
\$9,500. Last week, "Johnny Stool
Plgeon" (U), \$6,000.

Preem of 8-Act Vaude Cues Unbeat in Cincy. Big \$30,000 With 'Live'

Cincinnati, Aug. 16.
Addition of an 8-act vaude layout at the RKO flagship Albee and out at the RKO flagsnip Albee and four new bills, three of them hotsy, have downtown biz on the rebound this stanza. Vaude is paired with "Let's Live a Little" for sock total. "El Paso" shapes as top straight-

Estimates for This Week

Estimates for This Week
Albee (RKO) (3,100; 55-94)—
"Let's Live Little" (EL) plus Buck
and Bubbles, Senator Murphy topping 8-act vaude lineup. Injection
of variety fare pushing this to
socko \$30,000. Last week, "Great
Gatsby" (Par) and "One Last
Fling" (WB), at 55-75c scale, satis-

Fling" (WB), at 55-75c scale, satisfactory \$15,000.
Capitol (RKO) (2,000; 55-75)—
"Great Sinner" (M-G), Swell \$13,-000. Last week, "Good Old Summertime" (M-G) (2d wk), \$10,000, Grand (RKO) (1,400; 55-75)—
"El Paso" (Par), Very good \$11,-000. Last week, "Dumbo" (RKO) and "Saludos Amigos" (RKO) (resuses) plus "Sea Island" (RKO), okay \$6,000.
Keith's (City Inv) (1,542: 55-75)

okay \$6,000.

Keith's (City Inv.) (1,542; 55-75)

—"Illegal Entry" (U) and "Woman
Hater" (U). Moderate \$7,500. Last
week, "Manhandled" (Par), \$6,000.

Palace (RKO) (2,600; 55-75)

—"Anna Lucasta" (Col) and "Kazan"
(Col). Plumpish \$15,000 or less.
Last week, "Lost Boundaries" (FC)
and "Own True Love" (Par), \$10,000.

EL Hungry Continued from page 5 :

had shoved into the black for sev-

had shoved into the black for several months.

Along with Walter Wanger's "Tulsa," EL's two current mainstays are "The Red Shoes" and "Quartet," both J. Arthur Rank productions. In 54 bookings, "Quartet" has grossed \$210,000. Of this figure, \$100,000 has come from the Sutton, N. Y., In a sensational 20-week run.

"Shoes" has passed the \$1,250,000 marker in advanced-admission roadshows. EL is booking the film at the same top scales in a number of repeats. Indicating the strong pull of the Technicolor treatise on ballet, in the first two repeat engagements, Cinema, Detroit, and Strand, Iowa City, film has bettered its first playoffs.

Playing up EL's heavy dependence on British films is the fact that 12 Rank pix are currently in release. Four other big Rank films are earmarked for fall release. They are "Passport to Pimileo." "Obsession," "History of Mr. Polly" and "Cardboard Cavalier." EL lot shuttered after completion of three pix. Two of these are Bryan Foy productions, "Port of New York" and "Trapped." Other is a compilation of Mack Sennett shorts with new bridging labelled "Down Memory Lane." Light output of Hollywood product, however, is not considered enough to keep the company operating at a profit level.

EL Shutters Again
Hollywood, Aug. 16.
With the conclusion of retakes
on the Bryan Foy production,
Trapped," Eagle-Lion closed Its
tates and went into hibernation to await new financing by Robert R. Young.

Except for department heads and maintenance crew, about 25 in all, the studio will be closed indefi-

Peggy Lee-Stager Tilt 'Roughshod' Rugged 30G. Cleve.; 'Feeling' Oke 16G

Cleveland, Aug. 16. Boxoffice bell at Palace is being Boxoffice bell at Palace is being rung by Peggy Lee with Dave Barbour quintet and Louis Jordan band, shoving "Roughshod" vaude combo to week's liveliest take. "In Good Old Summertime" is nice at State. "It's a Great Feeling" looks stronger than average figure at Hipp. "Lost Boundaries" continues socko in fourth Esquire week.

Estimates for This Week

Allen (Warners) (3,000; 55-70)— "Johnny Stool Pigeon" (U). Okay \$12,000. Last week, "Massacre Rlver" (Mono), \$10,000.

Esquire (Community) (704; 55-70)

"'Lost Boundaries" (FC) (4th wk),
Swell \$11,000 following \$12,000
last week.

nast week.

Hipp (Warners) (3,700; 55-70)—
"It's Great Feeling" (WB) Satisfactory \$16,000. Last week, "Silver Lining" (WB) (2d wk), tuneful \$14,000.

Ohio (Loew's) (1,200; 55-70)...
"Cobra Woman" *FC) and "White
Savage" (FC) (reissues). Unexpectedly neat \$7,000, Last week,
"Lonesome Pine" (Par) and
"Geronimo" (Par) (reissues), solid
\$8,000.

\$8,000.

Palace (RKO) (3,300; 55-85)—
"Roughshod" (RKO) with Peggy
Lee, Dave Barbour, Louis Jordan
orch onstage. Smart \$30,000. Last
week, "Green Promise" (RKO)
plus Dick Contino unit onstage,
great \$35,000, matching record of
Dennis Day's p.a. here.

State (Loew's) 12,700; 55-70)—
"Good Old Summertime" (M-G),
Nice at \$19,000. Last week, "Any
Number Play" (M-G), \$18,000.

'Lining' Lively \$20,000, Buff; 'Summertime' 14G

Buffalo, Aug. 16.
Pacing field here this week is
"Silver Lining," with great session
at Paramount. "Anna Lucasta"
also looks fairly nice at Lafayette.
"Good Old Summertime" is okay
at the Buffalo.

Estimates for This Week

Buffalo (Loews) (3,500; 40-70) — "Good Old Summertlme" (M-G). Good \$14,000. Last week, "Any Number Play" (M-G), big \$16,500.

Number Play" (M-G), big \$16,500.

Paramount (Par) (3,400; 40-70)—
"Silver Lining" (WB). Great \$20,000. Last week, "Great Gatsby"
(Par), oke \$13,000.

Lafayette (Basil) (3,000; 40-70)—
"Anna Lucasta" (Col) and "Kazan"
(Col). Nice \$15,000. Last week,
"Johnny Stool Pigeon" (U) and
"Law Barbary Coast" (Col),
\$13,000.

Century (20th Coast)

\$13,000. Century (20th Cent.) (3,000; 40-70)—"Red Stalllon Rockies" (EL) and "Big Cat" (EL). Passable \$10,-000. Last week, "Too Late for Tears" (UA), same.

PITTSBURGH

(Continued from page 11)

(Continued from page 11)
to do \$5.000 in 6 days, modest. Last
week, "Calamity Jane" (U), \$6.500.
Harris (Harris) (2,200; 45-80)—
"Anna Lucasta" (Col). Getting by
chiefly on strength of play's rep
since Paulette Goddard hasn't been
b.o. around here for some time
Heading for \$13,000, which may be
enough to get it a m.o. to Senator.
Last week, "Johnny Stool Pigeon"
(U), okay \$11,500.

Penn (Loew's-UA) (3,300; 45-80)—
"Good Old Summertime" (M-G)
(2d wk). Getting along very nicely
at around \$13,500. Last week, sock
\$21,000.
Stanley (WB) (3,800; 45-80)—
"Lost Boundaries" (FC). Town had
plenty of chance to get steamed up
over this one via strong campaign.
Terrific notices helping, too. and
should be one of best weeks house
has had in long time. Should hit
big \$22,000, and holds, of course.
Last week, "Silver Lining" (WB)
(2d wk), okay \$12,000.

Warner (WB) (2,000; 45-80)—"Sil
ver Lining" (WB) (m.o.). Satisfactory \$7,000. Last week, "Nick Beal'
(Par) and "Red Stallion Rockies"
(EL), slim \$4,500.

ARTHUR KNIGHT'S SHIFT

ARTHUR KNIGHT'S SHIFT

Arthur Knight, exec with RKO sales forces, has resigned to take over chairmanship of the Dramate Workshop's film and television dept.

gept.

Transitic Workshop recently severed connections with the New School of Social Research. Courses start in the fall.







DE . CXA256 DL PD=CX DETROIT MICH 2 556P= UNITED ARTISTS CORP 729 SEVENTH AVE NYK= GRADWELL SEARS=

THE PUBLIC HAS WAITED THREE YEARS (NIGHT IN CASABLANCA) FOR A NEW MARX BROTHERS PICTURE. IN DETROIT THEY SHOWED IT WAS SOMETHING WORTH WAITING FOR BY STORMING THE BOX OFFICE DESPITE TERRIFIC HEAT. HAPPY TO INFORM YOU "LOVE HAPPY" HAS

EARL J HUDSON PRESIDENT UNITED DETROIT THEATRES CORP BEEN HELD OVER FOR A SECOND WEEK=

Happy' Socko ove Happy hit smash total at the Palms this

> **Get Variety** and read all about it!

"All in all, the film is the best the brothers have had in too long a time!"

Get this from National Board of Review quote!

with RAYMOND BURR · MELVILLE COOPER · LEON BELASCO · PAUL VALENTINE · ERIC BLORE · BRUCE GORDON A LESTER COWAN Production · Directed by DAVID MILLER · Musical Score and Lyrics by Ann Ronell

Book HAPPY now for September thru

Clips from Film Row

NEW YORK

NEW YORK

Reshuffling of Paramount's flackery, under way since the advent of Max E. Youngstein, national ad-pub director, several months back has been completed with the formal naming of Jerry Pickman as asst. ad-pub. difef. Pickman, who served in a similar post under Youngstein when the duo were at Eagle Lion, will also continue functioning as head of the exhib relations dept.

According to Youngstein, there have been seven additions to his dept. since his entry but very few repacements. Head of depts. are now set with Sid Blumenstock as advertising manager; Mort Nathanson as publicity chief and

now set with Sid Blumenstock as advertising manager; Mort Nathanson as publicity chief and Sid Mesibov, exploitation topper. John Tassos named Paramount's special publicity rep in Washington, Baltimore and Norfolk areas. He previously served as assistant to 20th-Fox's manager in Bogota, Columbia.

20th-Fox's manager in Bogota. Columbia.
Phil Isaacs named by Paramount as ass't to Hugh Owen, eastern and aouthern division manager. He replaces Lou Wechsler, transferred to N. Y. exchange as salesman. New aide to Owen joined Par in '46 as an apprentice booker and last served as a N. Y. salesman.
Twentieth -Fox sales veepee Andy W. Smith, Jr., has designated Nov. 20-26 as the company's "Anniversary Week," which is to be a feature of this year's 18-week personal branch managers' testimonial sales drive. Smith said the third week in November is to be marked annually as the company's anniversary. Original Fox Films was formed 35 years ago and that company merged with 20th Century Pictures in 1934.

CHICAGO

Mike Godshaw, vet UA salesman, joins Film Classics.
Booking of "Jolson Sings Again" at Woods moved back to the 24th instead of the 19th to prepare more exploitation material.
Harry Myers, WB vaud booker, here looking over talent.
Sherrill Corwin, L.A. Orpheum,

also in looking for acts for return of vaude to his theatre after three-year lapse. Theatre Equipment & Supply Manufacturers convention here Sept. 26-28 has past exhibitor registration of past years with over 90 booths signed for. Si Fabian will talk on "Television and The Theatre"

booths signed for. Si Fabian will talk on "Television and The Theatre."
William Hollander, B&K ad chief, and Harris Siliverberg, Chimanager of National Screen, named co-chairmen of the Theatres & Entertainment Group of the 1949 Community Fund Campaign. Si Griever has taken over booking the Hilltopper drive-in, Joilet, for Rube Levine.
Paramount Chi exchange has requested 45 prints of "Top of the Morning," 15 more than "Sorrowful Jones."
RKO has set "Mighty Joe Young" into 20 class "A" house after Grand Loop run.
Moonlite Outdoor theatre, Hammond, Ind., retained Seymour Simon to gain first-run clearance and day-date showings with houses in Gary and Hammond.
Palace, Cicero, Ill., Lubliner and Booth house, reinstates week-end vaude this fall.

EASTON, PA.

Picture business is not as good as it was a year ago, owners and as it was a year ago, owners and managers of theatres in the Lehigh Valley agree. It is not so bad but nothing like the lush postwar years. Several reasons for drop in patronage they say, but insist television is not the main one. Long heat wave has hurt.

Another reason, is lack of good product.

PHILADELPHIA

Construction of a drive-in in South Philadelphia, first ever proposed within city limits here, ran into industry opposition. Head of Philadelphia Theatre Assn. voiced objections to Frederic D. Garman, president of City Council. Upped police protection and traffic hazards as result of ozoner were stressed.

9 out of 10 Screen Stars use it __ Lux Girls are Lovelier!

Russell Baker sold his El Capitan, 600 car drive-in near Metropolis, Ill., to Malco Theatres, Memphis, Tenn., headed by M. A. Lightman. Sales marks entry of Malco organization into St. Louis trade area.

Harry E. Miller, Tilden Dixon and William A. Collins, owners of picture theatres in southeastern Missouri, formed syndicate to erect a \$100,000 drive-in between Fes-

Missouri, formed syndicate to erect
a \$100,000 drive-in between Festus and Crystal City, Mo.
The Gen, Odin, Ill., operated by
J. D. Hawley shuttered because of
intense hot weather.
John Walsh, for last 18 months
manager of St. Louis exchange of
Albert Dezel Productions, Inc., and
Nick O'Brien, booker for the exchange, purchased the exchange
from Albert Dezel, Detroit. New
firm will be known as the Flo-Mar,
Inc., wild distribute Astor Pictures,
Favorite Films, Madison Pictures,
Masterpiece Pictures and Supreme
Pictures.

Pictures.

Bill and Irvin Dubinsky, St.
Joseph, Mo., are expanding their
theatre holdings in St. Louis area.
Recently obtained possession of
Altwood drive-in, near Alton, Ill.,
and two other drive-ins and a regular house in same area. Also purbased stack in Riverlane Amus. and two other drive-ins and a regu-lar house in same area. Also pur-chased stock in Riverlane Amus. Co.'s drive-in, Rockford, Ill., Star-view Amus. Co.'s drive-in, Lincoln, Neb., and a theatre in Madison, I.e.

Neb., and a theatre in state la.

1a.

C. Andrews, owner of drive-in near Orlando, Fla., in St. Louis hospital for treatment for infected foot.

Permanent quarters of the Mid-Central Allied Independent Theatre Owners, affiliated with National Allied, opened on Film Row here with David S. Nelson as general manager.

MEMPHIS

MEMPHIS

Pete Dawson, manager of Universal exchange here, resigned to take a fling in the Louisville, theater biz. Robert (Bobby) Wilkinson, U sales dispenser in this territory, upped to Dawson's post. Dawson, leased the Rodeo in Louisville for western pix.

Bill Kemp, who skippered Loew's State here for nearly five years, resigned to move into an exec spot with the Fred Weis chain in Macon and Savannah, Ga.

R. N. Wilkinson took over as

Universal's branch manager in Memphis Aug. 1, replacing R. P. Dawson who resigned to enter his own business. Wilkinson started with Universal in 1941 as assistant booker in Memphis and later was made a salesman there, which position he held until upped to present post.

DES MOINES

Jimmy Redmond's appointment as ad director for Tri-States Theatre Corp. drawing big interest since many rocall when he had one of first big shot bands in the Midwest. Following an accident, he had to give up badd work and became doorman at Ennham, Fairbury, Nebr. Later he warked way up to Falls City, Nebr. city wanager for Tri-States. Russ Fraser, who had been doing double duty for several months, becomes director of public relations.

been doing upons.

been doing upons.

months, becomes director of public relations.

Harvey Kelly, former assistant manager at Paramount, Omaha, named city manager for Falls City, Nebr, succeeding Redmond.

Myron Blank outlined comprehensive, yet simple New Season Promotion for all Central States Theatre units, purpose being to bally the value of screen entertainment generally and new products specifically. Plan includes luncheons and dinners and previews of new season pictures, with tie-ups and cooperative tieups with newspapers, schools, mayors, Chambers of Commerce, churches and women's clubs.

KANSAS CITY

KANSAS CITY

Planning committee for Motion
Picture Day observance by Chamber of Commerce arranging program for Sept. 21.

Fox Midwest set Aug. 31-Sept. 1 as date for annual meeting of managers and officials.

City fathers of Kansas City are considering proposal to produce a half-hour film as a promotional and educational measure for the city. Film running 20 to 30 minutes, would cost \$10,000 to \$15,000.

GREENSBORO, N. C.

A. A. Sheplerd, Jr., manager of the Alamance, at Burlington, trans-ferred to Forsyth in Winston-Salem on temporary basis. Shepherd will be replaced by Jim Clement, for-merly house manager at Burling-ton's Paramount.

TOLEDO

Jack O'Connell, operator of the Loop in Toledo and theatres in several northwestern Ohio cities, has filed suit for \$5,000 dame of the several northwestern Ohio cities, has filed suit for \$5,000 dame of the several northwestern Ohio cities, has filed suit for \$5,000 dame of the several northwestern Ohio cities, has filed suit for \$5,000 dame of the several northwestern of the several northwestern of the several northwestern of the several northwestern of court litigation. O'Connell in October, 1947, leased the Madrid, Port Clinton, assuming nair of the cost of remodeling the building. A former lessee on Dec. 4 of that year took possession and the Ottawa County Common Pleas Court enjoined Mr. O'Connell from interfering. The defendant, Popular Theatres & Amusements, Inc., was required to put up through the bonding company \$5,000 indemnity pending O'Connell's appeal. On June 18, 1948, the Court of Appeals reversed the lower court and held that Populaer Theatres and Amusements, Inc., was not entitled to possession.

Firemen at Marysville, O., while standing in front of the fire station near the Avalon, discovered that the roof of the theatre building was afire. Total of more than 500 patrons left the theatre in orderly fashion. Blaze was believed caused either by lightning or a short in sign wiring.

National Labor Relations Board hearing was held in Toledo laze, Motion Picture Operators, AFL, Worth has had a contract with the house for several years, and a new independent union, the Toledo Projectionists' Assn. Decision is expected shortly from Washington.

MEMPHIS

MEMPHIS

Arthur Groom, former Memphis theatre house manager, returns here to take over the Loew's State this week, being transferred from Loew's Victory, Evansville, Ind.
Elliott Johnson, former ad director and publicist for Malco circuit, upped to managing director of the Malco here, with Jack Tunstill staying as house manager.
Ollie Brownlee, who has skippered the Strand here for last two years made manager of Joie, Fort Smith, Ark, Switch is in line with the recent dissolvement of Malco theatre chain and Par. Change becomes effective Oct. I, with Brownlee working under Par banner. Johnny Graber, former art layout director at Malco, becames house manager of Strand.

Southern Par headquarters will soon be set up at Strand here under director of Jack Katz, circuit booker, and W. A. Thompson, district chief of Charlottsville, Va. Both Par execs will come here at end of month to formulate plans. Change will bring houses in Fort Smith, Ark., Jackson, Tenn., Hot Springs, Ark., Ownesboro, Ky., Fulton, 'Ky., and Memphis Strand under the Par tent.

PITTSBURGH

George Moore, salesmen for 27 years with 20th-Fox and the old Fox Co., and Jim Thorpe, who was with the company for 21 years have left. John Dinan, from Philadelphia exchange, is replacing Moore in Erie territory but no successor to Thorpe as city salesman named so far.

Thorpe as city salesman named so far.

Joe Vandergrift has gone to work for Exhibitors Service Co. as night film man. He was booker at 20th-Fox for 25 years, post filled by John Wilhelm, from Buffalo office. Shirley Brown, former local actress and ad agency account executive, and her husband, Alex Levin, now operate a second theatre, the Fayette, formerly the Paramount, in Connellsville besides the Soisson. Both houses are owned by her father, Ben Brown.

John A. Reilly returned as manager of Lou Kaufman's Metropolitan in Bloomfield district.

PORTLAND, ORE.

Joe Warren, of Metro exchange, just released from Portland Vets Hospital, guest of honor at Film Men's Golf Tourney.

Marty Foster, manager of J. J. Parker's Cinema Guild, in Canada for rest.

r rest.
Dick Fink back on job at Or-

pheum.
Annual two-day golf tournament of local film biz held last week at Oswego Golf and Country Club.

BOSTON

Following extensive alterations the E. M. Loew Publix here reopens Aug. 17. Joe Ehrlich named managing director.

Beacon Pictures Corp. bought by Maurice M. Green from Harry "Zippy" Goldman. Green formerly on Paramount sales staff and recently district manager of Film Classics here, will handle indies, reissues and foreign products.



'B Pool' a Mathematical Device

The "B pool," which has suddenly sprung to prominence in S.-British film relationships, is a source of much misconception the industry, even among top execs closely concerned with its

The "B pool," which has suddenly spring to prominence in the industry, even among top execs closely concerned with its operation. The pool comprises earnings of British pictures in America. But it is not a physical entity and no money actually ever goes into it. It is merely a mathematical computation. Under the Anglo-U. S. agreement, the sum calculated as earned by British pix here is labeled the "B pool." It is added to the "A pool." Latter comprises the \$17,000,000 of American earnings in Britain that the U. S. distribs are allowed to take out in dollars annually. Thus, if the "B pool" amounts to \$2,000,000, that's added to the \$17,000,000 and the Yank companies may remit out of their earnings in Britain a total of \$19,000,000. This \$19,000,000 is then divvied among the American distribs in ratio to the amount of biz each of them dld in England during the year.

U.S. Distribs, in Hassle Over 'B' Pool, Also Fighting Stall by British Gov't

The "B pool" is not only the source currently of a bitter hassle between American distribs, but likewise of a battle between the U. S. industry and the British government, it has been learned. As a result of a dispute as to what constitutes the earnings of British pix in America—which makes up the pool—the Labor government has refused to compute exactly how much coin is in the kitty.

First year of operation by the American industry under the Anglo-U. S. agreement ended June 14—two months ago. Other statistics in regard to the pact were computed shortly after that time, but the amount of money the Americans were to share out of the "B pool" can't be figured until an agreement is reached.

The pool has been a cause of dispute among the American companies recently as a result of charges that most of them were using loopholes to prevent British pic income from going into the pool, and were grabbing the coin for themselves individually. Universal, the only company continuing to pour any quantity of money into the pool, made a new deal with J. Arthur Rank recently enabling it to stop such payments in the future. This is expected to touch off a blowup on the whole pool setup at the next meeting of the board of the Michael Michael Politaker Event Ares. This is expected to touch out a blowup on the whole pool setup at the next meeting of the board of the Motion Picture Export Assn., through which the British agree-ment operates.

British Earnings in U. S.

British Earnings in U. S."
Dispute with the United Kingdom government is over exactly
what should be construed as "British earnings in the U. S." Basically,
the Anglo-American pact has by
practice and agreement been interpreted to state that into the pool practice and agreement been interpreted to state that into the pool should go carnings only of Britishmade pix "owned by British interests." In other words, British-made pix owned by American interests—as In the case of deals by Selznick. Goldwyn and 20th-Fox with Sir Alexander Korda—are not included. That's the cause of the battle within the Yank industry. Beyond that, however, disagreement starts with the U. K. The British government maintains that the only money computable as be-

British government maintains that the only money computable as belonging to the pool should be those dollars actually remitted from the U. S. Americans maintain that the figure should be actual earnings here, without taking out the cost of operations of the J. Arthur Rank. Sir Alexander Korda and other British organizations in the U. S. and their expenditures on institutional advertising, equipment, etc. Such charges, it is claimed, are not the business of the U. S. industry and it should not be penalized



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British industries. There is a strong realization, it's said, that the English producers, with the aid

strong realization, it's said, that the English producers, with the aid of their government, placed themselves in a position of wholesale competition with Hollywood long before they were ready and that this has got them into trouble. It is too early to say, the U. S. execs declare, whether this recognition of the facts will be helpful to the American industry in its future relationships with the British, Feeling is, though, that Harold Wilson, president of the Board of Trade, and other United Kingdom officials, will certainly be in a less cocky mood when, in a few months, they face American negotiators for reappraisal of the Anglo-U. S. pact than they were when the agreement was drawn up in March, 1948.

If the British will shuck off their buildog attitude and determination to go through with a policy whether right or wrong, realization of the facts in top governmental and production quarters give promise of a sizable reduction in the 40% quota coming out of the negotiations, it is said. Above all, the high quota is said to be recognized as an obvious error that makes the British look a little silly

nized as an obvious error that makes the British look a little silly makes the British look a little sing when they have to grant an exemp-tion to almost every theatre to keep it alight.

As for the \$17,000,000 yearly ceiling on remittances by U. S.

As for the \$17,000,000 yearly ceiling on remittances by U. S. companies from the U. K., there's uncertainty whether that can be raised. Britain's general economic condition is undoubtedly bad and it will play on that to a fare-thee-well in resisting an increase, it is said. However, final results may depend on how tough the Americans are in their dealings—and that may hinge on some concessions which a few companies are winning individually from the British.

Noticeable among U. S. industry execs, llowever, is a hardening in attitude toward Britain. A couple years ago there was a sympathetic years ago there was a sympathetic feeling and a "you-can't-get-blood-out-of-a-stone" viewpoint toward the British. Now, a combination of factors has changed that considerably. First is the continued economic crisis despite the huge amounts of Marshall Plan money and other help given by the U.S. There's a feeling that the British are doing a little crying of "Wolf" and that a few million dollars more the American industry isn't goto the American industry isn't go-ing to work any hardship in the chronic economic crisis.

Briefs From the Lots

Hollywood Aug. 16. Albert Kelley bought "On Dark-waters," Harris Dickson story in Colliers, for production as semi-documentary in the Louislana bayou district ... "Locked In" new tag on "The Big Cage" at Warners

tag on "The Big Cage" at Warners

Dorothy Hart second femme
lead in "Frame-Up" at UI. Metro
picked "The Crossroad" as third
title for "Case of Martha Buhlen."
formerly "The Red Danube"...
Metro sent the "Key to the City"
troupe out on location at Clover
Field while Loretta Young is in
the hospital Benedict Bogeaus
shifted his "Johnny One-Eye" company to Motion Picture Center,
from General Service, where he
maintains his offices. Sol Lesser's
"Headhunters of the Amazon" unit
sent a shipment of film out of
Ecuador two days before the earthquake.

Ecuador two days before the earunquake.

Charles Barton will direct "Double Crossbones," formerly "Half a Buccaneer," co-starring Donald O'Connor and Helena Carter at U. Karl Tunberg will script next Clifton Webb starrer at 20th, "Mr. Belvedere Goes West," based on a short story by Ben Hecht, "Concerning a Woman of Sin".

Wanda Tuchock's writer option picked up by 20th for two years. Warners bought John Twist's "The Fires of Orinoco," and turned it over to Anthony Veiller for production.

over to Annual duction.

Next galloper for Roy Rogers and Dale Evans at Republic is "Sunset in the Sierras," starting Sept. 15, Edward J. White producing. Lois Chartrand signed term sept. 15, 163 Mart J. White plotters ing. Lois Chartrand signed term player deal at Paramount. "Twi-light." filmed by Hakim Bros. for UA, will be released as "Without Honor". Clips of oldtime comedies, featuring Charles Chaplin, Ritz Bros. and Laurel & Hardy, spliced together by Hoffberg Films under the title, "Funtasia". Warners rounding up newsreel shots from various racetracks for insertion into forthcoming "Story of Seabiscult". Aaron Stell directed and edited "The Soundman," one of the educational shorts sponsored by the Motion Picture Industry Film Project, this time at Columbia.

by the Motion Pittine Incomplete.

Gloria de Hav n femme lead opposite Red Skelton in "Yellow Cab Man" at Metro. Thomas Gomez plays Mexican general in "Eagle and the Hawk" for Pine-Thomas at Paramount "U. S. Mail" is the new tag on "Postal Inspector" at Par. 20th-Fox bought "The Man Who Sank the Navy." Satevepost story by William Fay, as starrer for Paul Douglas. Helen Deutsch taking leave absence from Metro to work on own story, "Love Is Not Enough" Ron Ormond and Ira Webb's new production unit to turn out action films for Screen Guild. Bill Williams' gunfighter role in Nat Holt's "The Cariboo Trail."

Republic's War Film With Frozen Money

Hollywood, Aug. 16.
George Waggner's next picture for Republic release will be a war story, "The Road to Anzio." to be filmed in Italy with frozen coin. Start of the picture awaits the return of Herbert J. Yates. Republic chief, who has been inspecting the frostbitten money situation in Europe.

Return of Yates may also mean the go sign on a pair of Roy Rogers westerns, to be made in England with impounded funds. Hollywood, Aug. 16.

McCarthy Cautions On Foreign Remittances

Cautious optimism on the remittance situation abroad for the U. S. industry was expressed by John G. McCarthy, director of the international division of the Motion

international division of the Motion Picture Assn. of America on Monday (15). McCarthy reported at that time to the foreign managers of the major companies on the two-month trip through Europe from which he returned last week. MPAA exec's tour was strictly exploratory and to acquaint him with the on-the-ground situation. He engaged in no negotiations or deals, but told the foreign managers of his talks with U. S. embassy and legation execs as well as with government officials in the. Scandinavian countries and and legation execs as well-vith government officials in Scandinavian countries and

France.
Meeting of foreign managers otherwise was largely taken up with discussion of plans for individual company selling in Germany after Dec. 21 of this year.

Britishers Find Avid H'wood Desire For Yank Coin Into Anglo-U. S. Prod.

Small Finds 'Valentino'

Hollywood, Aug. 16. Hollywood, Aug. 16.
Edward Small's long-sought unknown for the name role in "Valentino As I Knew Him" is Tony
bexter, 29, a little theatre actor
who looks remarkably like the late
Rudolph. This will be his first
film. His real name is Walter
Craig

Picture will start Aug. 22 on the Goldwyn lot with a budget announced as "around \$1,000,000."

U-Rank Formula For Converting £ Into Hard \$

Universal's latest distributionproduction deal with the J. Arthur Rank's interests in Britain is of such sweeping nature that it may permit II to retrieve in hard dollars every shilling earned by the company's pix in the United Kingdom despite the current restrictions on remittances imposed by Anglo-American film agree-

If so. U with its highly favored If so, U with its highly favored position as Rank's closest ally would be the only major to reach that goal. Agreement pushed through by Joseph H. Seidelman, U's foreign chief while on visit to England, applies in broad fashion to not only currently blocked sterling but also that amassed in the future.

future.

One restricting factor—and still a question mark—is what Rank's pix which U will handle can earn in the U. S. If later imports, such as "Christopher Columbus," can rack up solid grosses similar to "Hamlet." all U's sterling problems should be answered. That is because much of the Yank distrib's frozen currency in England can be used to buy Western Hemisphere rights similar to the present five-

cause much of the Yank distrib's frozen currency in England can be used to buy Western Hemisphere rights similar to the present five-picture deal.

Balance of the iced coin is to be devoted to either participating in productions which Rank now has under way or in joint co-production ventures in the future. In the latter category, present ceiling has been fixed at four features.

Eagle Llon Formula
Provision in pact which gives U the Western Hemisphere rights to five films is similar in nature to that recently made by Eagle Lion with the British filmmaker, it has been learned. U bought the rights here on the basis of a guarantee figure with Rank privileged to take any overage and, in turn, sold British rights to a group of U's pix to Rank on the same terms. In the case of EL, American outfit acquired U. S. rights to "Tulsa" and other EL product.

U is said to have paid \$2.000.000 in sterling for the five pix. Quintet include "Hamlet," now well on the way to liquidation, and "Christopher Columbus" which remains a gamble until its U. S. premiere on Columbus Day. The \$2.000.000 represents a sum of 500.000 frozen pounds which U thereby converts into likely dollars.

Films in which U participates in-

Includes 2 Coward Pix

Films in which U participates includes two pix which Noel Coward is currently producing. First of these, "The Astonished Heart" was viewed by Seidelman in rough print. Second is on the planning board. Both are figured to be particularly aimed at the American market because of Coward's knowledge of Yank tastes.

market because of Coward's knowledge of Yank tastes.
Foreign exces of other majors predict fireworks at future meetings of the Motion Picture Assn. of America because of the U-Rank deal. Umbrage is taken because the pact spells the last rites to the "B" pool provision of the Anglo-American agreement. Under that provision, earnings of British films in the U, S. were to be divided among the majors as added dollars to the \$17,000,000 which could be remitted from Britain yearly. remitted from Britain yearly.

companies in anything that smacks of promising British production is attested to by Raymond Stross, partner with Anatole de Grunwald and playwright Terence Rattigan World Screenplays, an indle

and playwright Terence Rattigan in World Screenplays, an indle British filmmaking unit. Stross, whose company owns several valuable Rattigan properties, was "amazed at the open-arms reception" he received on the Coasting facilities.

Indicating that the big companies are vitally interested in getting into British production at the present time, Stross declared that negotiations are now cooking with several majors for ambitious production projects. He planed for England this week where he expects to continue talks with British reps of Yank outlits.

Meanwhite, Stross has closed a U. S. distribution deal with United Artists on "O Mistress Mine," proposed filmization of the Rattigan play. Nasser Bros. are supplying first money for the production and James Nasser Will supervise the pic's American handling. In effect, Nassers are buying a share in the U. S. rights, Stross said. Pact has already been inked. Further negotiations are under way with UA on other joint pro-

a share in the U. S. rights, Stross said. Pact has already been inked. Further negotiations are under way with UA on other joint production ventures, according to Stross. That company's exees, he said, are convinced that joint Anglo-American production projects will prove profitable. Action by UA's board on future productions is expected shortly. Stross has also started negotiations with indie producer Walter Wanger, he disclosed. He expects a signed agreement for a joint film venture within a week or so. Britisher also declared that his outfit has been approached by an important major on a long range program but refused to disclose its identity.

World Screenplays, he said, plans a minimum of four films annually. It goes into production the end of this month with "World Premiere," starring Luise Rainer, Jean-Pierre Aumont and Eric Port-

Premiere," starring Luise Ralner, Jean-Pierre Aumont and Eric Port-man. Pic is being scripted by Rattigan and directed by Anthony

New York Theatres





RADIO CITY MUSIC HALL . Judy GARLAND . Van JOHNSON "IN THE GOOD OLD SUMMERTIME" Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
SPECTACULAR STAGE PRESENTATION

THE LOUIS DE ROCHEMONT "Lost Boundaries"

BEATRICE PEARSON
MEL FERRER
FILM CLASSICS RELEASE Conditioned ASTOR B'way &

RICHARD LINDA VERONICA WIDMARK DARNELL LAKE

SLATTERY'S HURRICANE'

A 20th Century-Fox Picture
On Veriety Stage—Sid Carsar, Evelyn Knight
On Ice Stage—"CARMEN"
Starring CAROL LYNNE, ARNOLD SHODA

ROXY 7th Ave. 4 -

LIFE CAN BE BEAUTIFUL FOR SERIAL WITH PROPER MOOD, SCHWERIN SAYS

(Sixth in a series dealing with the Schwerin System's findings on each of 17 leading types of pro-grams and commercials in what is probably the most comprehensive effort yet made in qualitative radio research.)

Serial dramas have probably been subjected to more investigation, unscientific, pseudo-scientific and truly scientific, than all other types of radio programs put together. From James Thurber to many a learned doctor of psychology, critics have studied the "soap opera" from many viewpoints and with various degrees of alarm or acceptance; and research men and organizations have contributed greatly to an understanding of serial dramas and the nature of women who do and don't listen to them.

The Schwerin System has tested

The Schwerin System has tested about 20 different serials to date, in some cases having studied as many as 10 to 15 episodes of a single show. This article makes public for the first time some of the System's main findings about this program type.

Soaps Tough to Test

Soaps Tough to Test
A dozen years of exploratory
work before the war and in the
Army had equipped the Schwerin
tystem to test nearly all program
types successfully. In 1946,
though, it still had unanswered
problems on the proper way of
testing serial dramas, and it took
another year of experimentation
before these were solved.

For example, it was learned that

Pefore these were solved.

For example, it was learned that accurate samples couldn't be selected for this type of program using only the standard information about audience characteristics adequate for most other shows. A whole list of special questions on serial drama attitudes and listening patterns had to be asked before proper cross-sections could be chosen.

Also, it was learned the

chosen.
Also, it was learned that results
ahould be reported only after the
reactions of women who never listen
to serials were separated from
those of women who do listen. In
a few cases, such as "Light of the
World," the former group evidence
strong interest. But usually their
reactions merely obscure the issue

(Continued on page 42)

Sweets States Side In 'Blacklist' Bouncing: Rally Voices Protest

A sharp protest against the blacklist" technique of hiring and "blacklist" technique of hiring and firing, alleged to be growing within the broadcast industry, was registered by about 200 writers, directors and actors at the Hotel Abbey, N. Y., meeting sponsored by the Voice of Freedom committee Thursday night (11). Initial victim of the so-called "blacklist" and focal character at the rally was william Sweets, who said he was forced to resign as director of two Phillips H. Lord shows because of his political beliefs.

Phillips H. Lord shows because of his political beliefs.

Detailing the inside info of his resignation, Sweets said that following a "Gangbusters" broadcast June 4, a Lord official informed him that was no longer wanted as a director on either of their shows. "I asked why," Sweets said. "I was told that pressure —a campaign of letter-writing complaining of my political views—had led the advertising agencies and sponsors to decide to renew their contracts only if there was someone clee directing the shows." After balking at handing in his resignation. (Continued on page 42) (Continued on page 42)

Same Show, Same Papers

Minneapolis, Aug. 16.
The St. Paul Dispatch-Pioneer
Press newspapers on their WLOL
radio program last Saturday night
offered "High Button Shoes" album
with description of show's action
and story in between numbers, explaining in conclusion it was the
score of "a great musical."
Irony of ether presentation was
that when show appeared in Minneapolis last season, newspapers in

mat when show appeared in Aim-meapolis last season, newspapers in question, angry because Twin City engagement was confined to this city, refused to accept its adver-tising or give it any publicity, ig-moring it entirely.

Sun Sets on KSET

El Paso, Aug. 16.
The Sunland Broadcasting Co.,
wners and operators of KSET, The Sunland Broadcasting Co., owners and operators of KSET, suspended operations because of alleged financial difficulties. It's the local Mutual outlet and Bob Carpenter of the Mutual New York staff was sent here for the purpose of clarifying the situation.

Edward D. Dodge is prez of the Sunland group and Vincent W. McCann is general manager of the

Sunland group and Vincent W. Mc-Cann is general manager of the

Memphis Outlets' Sports Rhubarb In All-Star Crisis

Intense rivalry between WHDQ, Mutual outlet here, and WHHM, indie, flared up anew last week when Mutual turned over the All Stars footbail game, with a share of the Wilson Sporting

All Stars football game, with a share of the Wilson Sporting Goods sponsorship coin, to the indie station.

As it turned out, the MBS outlet also carried the game, which got a simultaneous Memphis pickup, but WHDQ still doesn't know whether it, too, will share in the sponsor spoils.

WHDQ, registering a strong protest with Mutual execs in New York, was notified that it pacted WHHM for the game after being informed that WHDQ had planned to do a delayed broadcast because of a commitment to carry the Memphis Chicks night ball games. WHDQ admitted that it had been the original plan, but after getting an okay from the baseball sponsor, Nat Buring Packing Co., to bypass the baseball game that night, the station decided to latch on to the live grid fray out of Chi. By that time, however, Mutual had negotiated for the WHHM pickup, claiming it wouldn't stand for a delayed broadcast.

The sports rhubarb between the two stations dates back to the time when WHDQ succeeded in snaring.

two stations dates back to the time when WHDQ succeeded in snaring away the Memphis Chicks games from the indie station.

McGILL EXITING 'TOWN' AFTER SIX-YEAR TIE

After a six-year association with the program, Jerry McGill is exit-ing as writer and director of the Lifebuoy-sponsored "Big Town" program on NBC. Sullivan, Stauffer, Colwell and

Sultivan, Statier, Conservant and Bayles, agency on the program, is experimenting with a new idea in a bid to revitalize the program—assigning several writers to alternate on stanzas.

"Big Town" is produced by Phil Cohan, of the SSC&B agency.

D.C.'s Transit Radio, Like Duz, Does Everything

Washington, Aug. 16.

New use for transit radio, which has been installed in recent months in many D. C. buses and trolleys, in many D. C. buses and trotteys, developed last week when a gas main exploded at the corner of 7th and F Sts., N. W. This is one of the busiest midtown intersections with trolley tracks crossing at right

with trolley tracks crossing at right angles.

Nearby at the time of the blow-up was Mrs. Denis Sartain, wife of the WWDC news editor. Mrs. Sartain ran to a telephone booth and called her husband who was preparing a transit radio newseast. Sartain immediately got on the air with a flash that:

"Just a few moments ago a gas main exploded at the corner of 7th and F Streets. Northwest, injuring 10 persons."

For blocks on either side, trolleys moving toward the intersection came to a halt, pending orders. Passengers in the nearest trolleys, fearing a further explosion, rushed to safer locations.



F. TOM BOISE

Boise keeps KLZ's heavy traffic schedule of network, national spot and local business moving smoothy along KLZ's 560 kc. His experience in sades and traffic with leading air lines qualifies him for his busy job

Ackerman Into Top Coast Spot?

pee, due back from Hollywood at the end of the month with a report detailing the new administrative pattern of Columbia's Coast tive pattern of Columbia's Coast operation, the network will act of ficially shortly after Labor Day in naming a successor to Donald Thornburgh. Latter resigned recently to head up the WCAU AMFM-TV operations in Philadelphia. CBS has held off on an appointment until establishing the revised Coast modus operandi, which has changed considerably in recent years in view of the video expansion.

As one alternative, it now looms

As one alternative, it now looms as a possibility that Harry Ackerman, veepee in charge of Coast AM-TV programming, will move into the No. 1 operational spot, with another program man brought in under him. CBS already has with another program man brought in under him. CBS already has in A. E. Jocelyn, a station manager for the Coast (KNX). If not Ackerman, it could be "any one of a number of people from within or outside the organization," as one CBS exec put it.

It's definite that Arthur Hull Hayes won't be moved down from San Francisco.

AM-TV SHOW BASED ON N.Y. ALGONQUIN HOTEL

Radio-television series based on and originating from the Algonquin hotel, N. Y., may be offered for sponsorship this fall. It would be aimed to project the colorful at-mosphere of the establishment and mosphere of the establishment and literary names, past and present, associated with it. At least a suggestion of the celebrated "Aigonquin Round Table" of the 20s would be attempted.

attempted.

Rogers Brackett, formerly producer of the "Vox Pop" program and recently associated with the strawhat operation at the Lobero theatre, Santa Barbara, is working with John Martin, manager of the hotel, on readying the series.

WIP's Pollen-By-Pollen

Philadelphia, Aug. 16.
Warning signals for hay fever victims and a gauge for the number of handkerchiefs they must stuff in pockets and handkerchiefs are being the state. handbags are being broadcast

A daily pollen count for the Philadelphia area will be aired each day on the WIP 12:30 p.m. news program. Broadcasts p.m.-news program. Broadcasts will be based on official reports of the City's Department of Public Health, which includes the total tabulation from the nine pollen-count stations sit-uated around Philly's peri-meter.

BMB's Troubles—An Old Refrain

Broadcast Measurement Bureau, already showing the scars of turbulent ups and downs, is reportedly going through some agonizing moments. It now looks like that \$75,000 deficit, which the NAB guaranteed at the last convention in Chi, in order to assure completion of Study No. 2 on station coverage, was a short count by perhaps one-fourth of the figure. In some quarters it's estimated that it will require about \$300,000 to finish the job.

Just where the coin will come from is anybody's guess, with likelihood that NAB, in face of its guaranteeing the money, will make a loan. (The Four A's, it's understood, has agreed to advance some dough.)

Some industry quarters look upon it as "pouring good money after bad" and attribute the BMB crisis to poor business management. Whether it survives beyond the second study is conjectural, though the industry as a whole recognizes that BMB-type operation, with a correct operational pattern, should be a "must."

Detroit Radio Bugs a-Buzzin' Over **WJR-WJBK David-Goliath Rivalry**

Detroit, Aug. 16.
When Detroit radio folks meet
these days they look furtively
around, pull each other to a corner and begin a prolonged conversation conducted entirely in RCA SANS SHOWCASE FOR 1ST TIME IN YRS.

For the first time in many years, Radio Corp. of America will be without a radio showcase. It's doubly significant in the case of RCA for it means passing up its own NBC network facilities.

RCA sponsored the Robert Merrill Sunday afternoon program until the latter part of last scason, but indications were that it would be back this fall. Instead, it's not only passing up radio, but cutting down on sponsorship of "Kukla, Fran & Ollie" on TV. (See television section.) It's all reportedly part of a budget retrenchment policy, tied in with the present uncertainties attending the marketing of RCA-Victor's new 45 rpm disks. FOR 1ST TIME IN YRS. versation whispers.

If a listener is as intent as the whisperers, he can catch these questions which are always asked sometime during the conversations:

questions which are always asked sometime during the conversations:
"Why is WJR accepting spots from WKMH?"
"Is WJR trying to pull down the Hoopers of WJBK by plugging WKMH?"
This is what's cooking among WJR, WKMH and WJBK?"
This is what's cooking:
WJR, CBS outlet here, is a 50,000-watter. It has been leading in the Hooper Station Audience Index for several months. But the July Hooper shows WJR with a 23.1 average and WJBK with a 22.2.
WJBK is a 250-watt independent, its Hooper has been rising steadily for months and its 22.2 average in July has set the radio gang to gabbing, but plenty.
The gang at WXYZ, ABC owned and operated, and WWJ, NBC outlet, are asking themselves a startled "how come?"
WKMH, a 1,000-watt independent, is normally a Dearborn station. But it maintains a studio in Detroit's Music Hall and at certain times identifies itself with Detroit.
The certain times most always come in its spots on WJR. The spots urge basebail fans to listen (Continued on page 42)

(Continued on page 42)

Compare 5% Pikers To **Ex-FCCers Taking Lush** Radio Jobs-Sen. Butler

Washington, Aug. 16.
Former FCC chairmen who leave the agency to take lush jobs in radio or other communications are more to be criticized than the "five percenters," the Senate was told last week. In supporting a provision in the McFarland bill, passed by the upper house Tuesday (9), which prevents a member of the Commission from taking a job within a year after resignation with firms doing business with the agency, Sen. Hugh Butler (R-Neb.) blasted away at "this practice of permitting former New Deal officials to sell their influence."

Butler referred to three former

Butler referred to three former chairmen—Charles R. Denny, Paul Porter and James Lawrence Fly—as having profited from their FCC stewardship. He said Denny was appointed chief counsel of NBC within a very short time after resignation from FCC. The McFarland bill, he said, would have prohibited him from "trading on the influence he acquired as Chairman."

Porter, said Butler, has represented various radio companies and Western Union since leaving the Government. Fly left the Commission about six years ago and, Butler declared, "very shortly began to represent clients before the Commission."

Hanna Vice Markham

Schenectady, N. Y., Aug. 16.

R. B. Hanna, Jr., has been appointed by General Electric Co. to manage WGY, WRGB and WGFM in Schenectady, effective Sept. 1.

He will succeed G. Emerson Markham, who has resigned after serving GE for almost 25 years, to become television director of NAB.

Metro Show Huddles

Lebhar on Coast For

Army: A Plague

On Both Your

(Agency) Houses

Controversy between the Gardner and Ruthrauff & Ryan agencies over which commission house should be awarded the appropriation to promote Army and Air Force recruiting has resulted in the complete elimination of 15%-lers, with the Army to handle disbursement of its own funds.

pursement of its own funds.

R & R had protested the Gardner appointment and asked the Senate Appropriations Committee to investigate the eligibility of Gardner, one of the requirements being that an agency must have at the set \$10.000.000.

being that an agency must have at least \$10,000,000 in annual bill

ing.
Gardner qualified as the Army agency but when recruiting funds were trimmed to around \$2,000,000, as against a former high of \$6,000,000 when N. W. Ayer handled the account, the Army decided.

handled the account, the Army decided to handle its own campaign. Nor was Gardner too put out as newspaper and magazine lineage has been eliminated and that leaves only radio with no time billing as stations carry the programs gratis as a public service.

Lt.Col. William G. Downs is due on the Coast soon to set up a musical show to originate in Hollywood. "Proudly We Hail" continues as an independent presentation of C. P. MacGregor.

Hollywood, Aug. 16.
Bertram Lebhar, Jr., WMGM, N. Y., general sales manager, and Raymond Katz, indie's program director, are currently huddling with Metro exces on the outlet's series of "M-G-M Radio Attractions," slated to open next month. Series, featuring top studio stars in plattered shows, will be open for syndication.

NBC'S 'PASS THE DRINKS AROUND'

Giveaway Storm Signal

With chairman Wayne Coy due back in Washington this week from Europe, the FCC is reported all set to crack down on network giveaways, in the face of mounting squawks that they're getting out of hand. One report has it that the Government agency will come out with a "cease and desist" ultimatum Friday (19). It's about a year now since the FCC originally took official cognizance of the telephonic giveaway whirls, but as time went on nothing came of the threats to crack down.

General consensus is that a wholesale wave of court actions will follow any drastic FCC curtailment. Originally ABC, with a big coin stake in "Stop the Music," put itself on record that it would take the issue to court. But now NBC and CBS, with their respective "Hollywood Calling" and "Sing It Again" stanzas, have almost equal stakes in the ultimate FCC decision.

With giveaways riding herd on all three webs, it's considered a cineh that they won't give up without a stiff fight.

Hope Loses at Chuck-a-Luck, Doomed To Life While Others Frolic on Tape

Hollywood, Aug. 16. Bob Hope of Hoilywood blew a decision to "Chuck" Luekman of Cambridge last week. Latest setto in their long serles of battles was fought in the clubhouse although it was a ringside verdict, Battling Bob being at the short end of a two to one count.

Rather than go to court for an interpretation of their contract to see if there are any hobbles or see if there are any hobbles or blessings on tape recording, the warring eamps agreed on arbitration. As was expected, the tie vote was broken by the third arbiter submitted by American Arbitration Assn. The award to Luekman came as a complete surprise to Ruby Robert and his handler, Jimmy Saphier, but back in Lever House at Cambridge "Chuck" must be chuckling, for this was one of his swectest victories in their many years of grimacing over back fences.

was deadly serious business (Continued on page 42)

Coy Now Likely To Stay At FCC

If the MacFarland bill, which would revamp the FCC and up the salarics of the Commissioners to \$15,000, gets by the House (Senate has already okayed it), the chances are that chairman Wayne Coy will continue to throw in his lot with

continue to throw in his lot with the Government agency, according to informed sources here.

The 50% hike in pay would probably be the clincher in Coy's determination to get the FCC over the hurdles in its multiple docketed problems, these sources say. The \$10,000 ceiling has been the chief factor in Coy's willingness to listen to offers and he has been variously linked to a possible State Dept. post, heading up the Teievision Broadcasters Asen., and sundry other jobs.

KOBAK COPS NIFLSEN AS 1ST MAJOR CLIENT

Ed Kobak's first major industry client is the A. C. Nielsen Co. The ex-Mutual prexy (who has since become a consultant for the network) has opened plush Park avenue offices in N. Y., with Edna Opper rejoining him as his "gal Priday." (She's been with Kobak for 15 years at NBC, ABC and Mutual.)

Mutual.

The Nielsen-Kobak tieup is seen as the preduce to a major thrust on the part of the audience research organization to dominate the field. (Industry consensus has long been that one big service, tather than Hooper-Nielsen competitive stagfest, would serve the best interests of all.)

Kobak will sp. 3 considerable time with Nielsen nts and prospects to invite ideas.

He's Got Guts

Boston, Aug. 16.
Carl deSuze, WBZ and WBZTV announcer, has begun to
wage a one-man war against
the absurdness of men's garb
worn during the recent hot
spell. Clad in shorts and a Tshirt and carrying a placend

spell. Clad in shorts and a T-shirt and carrying a placard, DeSuze picketed Hub's City Hall in an endeavor to win over converts to his "wear shorts to business" campaign. DeSuze admitted that it would take some time to break down the Hub's stuffness. Meanwhile he continued to be the most comfortably dressed man in town.

FCC 'Hands Off' **Policy Hinted On** Liquor Comm'ls

Washington, Aug. 16. Lacking specific authority, the FCC isn't likely to do anything about liquor advertising on radio or television. The agency indicated yesterday. (Mon.), in individual cases, where the commercials create a local issue or reflect on a

ate a local issue or reflect on a station's public interest performance, FCC may slap a wrist but will take no general action.

In a ietter to chairman Edwin C. Johnson (D-Colo.) of the Senate Committee on Interstate & Foreign Commerce, acting FCC chairman Paul A. Walker sald his agency's authority over advertising copy is limited to considering applications for renewal of license plications for renewal of license and weighing the relationship of such advertising to overall program

such advertising to overall program service in the community.

Johnson had called upon Walker to advise him what the FCC could do to stop projected Schenley network advertising. The Senate had also written Secretary of the Treas-

also written Sccretary of the Treas-ury John Snyder to sound out policy of the Aleohol tax unit. Walker told Johnson that the commission is limited in its au-thority to deal with the problem, but declared the agency is "fully cognizant of the seriousness of the matter and will exercise whatever

(Continued on page 40)

SMITH BROS. DUE BACK AS 'MUSIC' SPONSORS

Smith Bros., cough drop manufacturer, is returning to "Stop the Music" sponsorship on radio, starting in mid-September. Company is taking over the quarter-hour segment which Eversharp is

NETWORK TO PUT ON THE CHARM

By GEORGE ROSEN

The "new attitude" has set in at NBC. The word has gone out to all departments that the accent must be on the "informal." Pleasant relationships with all contacts. big and small, is the new password, and a "take-thc-boys-out-and-buy-'em-a-drink" atmosphere pervades the organization.

the organization.

Network announcers and directors have been among the first to be indoctrinated into the "new attitude." NBC feels that the trade and public concept in past years has been that the network has had a very superior, smug and take-it-or-leave-it attitude. (Some even blame the willingness of the web's top stars to join Bill Paley's rival Columbia camp on the heretofor NBC aloofness and snugness).

NBC is now out to erase the stigma and dispel the far-flung impression. Announcers are getting

pression. Announcers are getting a thorough going over. They've been told to how to an easy, sin-cere, friendly approach. No more

Roll Them Banjo Eyes

NBC's new "there's-nothing-

NBC's new "there's-nothing-too-good-for-our-boys" policy translated itself into a wel-come that had Eddie Cantor rubbing his eyes in bewilderment when he arrived in N. Y. from Europe last week.

NBC contingent was out in full force to greet Cantor, despite the 6 a. m. arrival, and found that every little detail attending his Gotham stopover had been arranged for by network staffers.

over had been arranged for by network staffers. Similar glad-hand treatment was accorded Dennis Day on his recent N. Y. visit and per-sonal appearance tour of east-ern cities, when the threat of loss of the star to CBS loomed.

supercilious, pompous pitches. On dance remotes, local, affiliate and network announcers have been tipped off to eschew the comedy line, confine their remarks to the music, "but make it informal and friendly." There's to be no more preciousness or cutneness, either, is another new commandment.

Spreading the Message

Spreading the Message
Directors and assistant directors
are also getting the message. From
here on they are to extend themselves to be nice to the agency
people. The word has gone out
that there's to be no more wandering in just before air time. They

(Continued on page 40)

(Continued on page 40)

'Who Put the Eggs In Brit. Housewife's Basket?' Poses Int'l Radio Incident

London, Aug. 16. U. S. Congresswoman Frances P.

London, Aug. 16.

U. S. Congresswoman Frances P.
Bolton (O.) has created a whodunit among BBC and the American radio nctwork reps here that rivals for mystery some of the best ever staged by the webs. Whole question is who broadcast to America that British housewives have no problems—that they get all the eggs and meat they can use?

According to Mrs. Bolton, who landed here last week, someone aired such a broadcast and she is determined to get the facts to report back to the House Foreign no knowledge of any such broadcasts and the American webs likewise disclaim having done it. Their reaction was summed up by BBC's office chief, who declared: "We didn't do it. We report fair-shares-for-ail rationing as a fact."

Apprised of the denials, Mrs. Bolton still insists several such broadcasts were made. She expressed the possibility that it might have been a pirate station but BBC is certain no such outlets are operating.

Jockeying For Standard Oil 600G Gusher Tips NBC Strategy in Bid To Woo Back Talent Lost to CBS

Too Personal

Year's most novel sequencing of commercial plugs for N. Y. local stations was nipped in the bud last weck.
Personal Loan & Finance Co. sought to negotiate a deal with stations carrying the horse-race results sponsored by Armstrong Racing Form. Personal Loan wanted to spot the plugs immediately following the race results.

Thinhediately following the face results.

Idea was agreeable to the stations, but Armstrong people said no dice.

Morgan a Bad Boy Again on Comi's -Client's Wishes

Henry Morgan's resumption last week of his old kidding-the-product commercials was at the urging of Bristol-Myers and the Young & Rubicam agency. Not only was the sponsor in favor of the plugs making fun of Vitalis, but a sub-sequent listener panel test indi-cated the ribbing commercials are 50% more effective than the same program's straight announcements. When the idea of doing the kid-ding commercial was broached.

program's straight announcements. When the idea of doing the kidding commercial was broached, Morgan told agency execs that he was reluctant to go back to the practice, as sponsor reaction had been unfavorable in the past, even though audience comment had been enthusiastic. However, when B-M officials joined in urging it, the comedian agreed.

It was decided that Vitalis, rather than Sal Hepatica (the other product plugged on the program) should get the spoofing treatment. The studio audience at last Wednesday night's (10) broadcast liked the switch and listener eomment was also good. However, the clincher was the sample listener panel held the next day by Y & R. It showed that, whereas audience attention normaliv drops sharply during commercials, it held almost even during the kidding plug.

Morcover, a questionnaire indi-

held almost even during the kidding plug.
Morcover, a questionnaire indicated that members of the panel remembered an average of La. And one-half sales points in the kidding commercial, in contrast to a single point in conventional announcements. On that basis, sponsor and agency are convinced that ribbing the product will increase sales, so they're determined to continue the policy.

It may be significant that Joseph A. Moran, agency veepee in charge

A. Moran, agency veepee in charge of the Bristol-Myers account, conceived the idea of and wrote the copy for the original kidding-the-product commercials Jack Benny did for General Foods. They were an innovation at the time.

K-F MAY PULL OUT OF WW, WEINTRAUB AGCY.

Continued sponsorship of Walter Winchell by Kaiser-Frazer appears to be in doubt. Reports are that K-F will not only drop the high-rated Winchell stanza, but also pull out of the Weintraub agency.

Winchell checked off the Jergens bankroll to move into the automotive columns last Jan. 1, after signing a contract with ABC network, His network pact has a concurrent run with the sponsor. Commentator was booked in for \$600,000 for the first year, with upped coin in the event of a second semester.

Winchell is currently taking a summer hiatus and is due back early in September.

printing a campaign designed to woo back some of the top personalities who deserted the fold in favor of CBS. Prexy Niles Trammell and Harry Kopf, administrative sales veepee, are known to have sales veepee, are known to have not only discussed the matter at length, but have sifted the whole strategy basis. While initial overtures may not be made before the first of the year, it's a certainty that retaliatory measures will be taken in a bid to recapture some of the talent that made the shift to Bill Paley's CBS column.

While NBC entertains no hopes of winning back a Jack Benny or even attempting to compete on a strictly-money basis, there are "over and above services" encompassed within the "new thinking" at NBC which will be rendered to clients.

at NBC which will be rendered to elients.

The bringing of "Sam Spade" into the NBC columns is regarded as a preliminary to the contemplated moves, as well as the deal NBC cooked up to swing the "Theatre Guild of the Air" over from ABC, with the assurance to U. S. Steel of a super-promotional iob.

U. S. Steel of a super-promotional job.

However, the real straw-in-the-wind and tipoff on new strategy can be found in the current jockeying now going on in NBC's determined bid for Standard Oil's \$600,000 gusher, which is recognized as a lot of billings these days.

When NBC got wind of Standard Oil's (New Jersey) overtives for

When NBC got wind of Standard Oil's (New Jersey) overtures for a half-hour of Sunday afternoon time, with possibility of Andre Kostelanetz going into the CBS at 4 period, NBC went into action. The Columbia sales boys, to make the offer attractive, came up with a program plan somewhat paralleling the "Weekend With Music" insert of last season, when SO sponsored the Philharmonic concerts.

sponsored the Philharmonic concerts.

But not to be outdone, NBC is offering the oil company the Sunday afternoon at 5 time, with either Percy Faith's or Al Goodman's orch. The network, in turn, will sponsor a musical talent hunt among universities and colleges throughout the country, with the winners to get an RCA-Vietor contract. Further, NBC will perpetuate the network series by bringing out an album of the broadcasts on a once-every-three-months basis.

Standard Oil has perked up interest and is thinking it over.

Joe DiMag At Bat for CBS

CBS has wrapped up another half-hour weekly sale, with M & M Candy Co. buying a Saturday morning series starring Joe DiMaggio (Latter is the first bigtime diamond personality to get a coast-to-coast showcase since Babe Ruth).

showcase since Babe Ruth).

New program has been developed by Jack Barry and Dan Ehrenreich, who are also identified with the ownership-production of the brace of Mutual airers, "Juvenile Jury" and "Life Begins at 80." Program will be along lines of a children's sports-slanted quiz, with DiMaggio tossing the questions. Program weekly will salute exemplary kids in various communities of the country who will be brought to N. Y.

Show will be transcribed in a state of the country who will be thought to N. Y.

Radio Evangelist Smith Ordered To Get WIBK Off the Air In 90 Days

Washington, Aug. 16. The Rev. J. Harold Smith, radio evangelist, was turned down on two counts last week by the FCC The agency refused to grant him a license for his daytime station (WIBK) in Knoxville, Tenn., and denied his application for an FM station in Knoxville. The Baptist preacher was given 90 days to wind up the affairs of WIBK, which has been on the air for two years under periodic authorizations of the Commission.

FCC found that the Rev. Smith lacks the proper qualifications of a broadcast licensee. It had its doubts as to whether his solicitation of funds over the radio and his concealed interest in station XERF in Villa Acuna, Mex., indicated the sense of responsibility it expects in a broadcaster.

Smith's reputation, the Commission license for his daytime station

sense of responsibility it expects in a broadcaster.

Smith's reputation, the Commission said, "like that of most individuals, varies with the groups from whom information regarding his reputation is solicited. The Commission has been told that Smith is a 'religious racketeer' operating in the name of religion for purposes of personal gain, that he is fomenter of racial disturbances, that he prays on the prejudices of people and keeps the community in an uproar by appealing to their hatreds,' and that he has sown the seeds of 'mistrust and destruction among religious groups, denominations, and church related institutions, doing so by the use of descriptive language and epithets which are excessively vituperative, extremely vindictive of the second of the control of the contro

and epithets which are excessively vituperative, extremely vindictive, unfair, unjust and abusive'".

On the other hand, said the
Commission, it was told that
Smith "tries to help all people,"
that he is not reckless in speech,
and that he is a sincere person.

Particular objects of Smith's attacks, which "on occasion have
been more than vigorous, the
agency said, have been liquor, the
Scripps-Howard newspaper which
owns WNOX in Knoxville, the
Federal Council of Churches of
Christ in America, and the Cath-Christ in America, and the Cath-Church.

Christ in America, and the Catholic Church."

The Commission declared that Smith concealed his interests in the "Radio Bible Hour," the Southern Bible Institute and its publication, The Carolina Watchman. It said he also raised nearly \$100,000 to finance station XERF but falled to report his substantial ownership. Smith's rights in the station run for the full period of a 20-year concession or any renewal granted by the Mexican government. The station cannot be sold without his consent, FCC said, and in the event it is sold he is entitled to a third of the proceeds.

The Commission said Smith so-

ceeds.
The Commission said Smith solicited contributions through the Carolina Watchman on the ground of desperate need aithough his bank balances were substantial. He had also ciaimed he needed \$1,000 a week for his XERF broadcasts when the actual cost was \$80 per week.

FCC Nixes WOXR-FM Bid To Service Clients With Facsimile Maps, Charts

Washington, Aug. 16.
Pians of WQXR-FM, New York,
to transmit weather maps or charts
by multiplex facsimile were nixed
last week by the FCC. The Times by multiplex facsimile were nixed last week by the FCC. The Times FM outlet had asked for authority to service airfields, institutions, business organizations and government agencies and to circumvent A.T.&T. charges which the enterprises considered prohibitive.

FCC said the WQXR-FM plans would violate standards for operation specified for facsimile. It also felt The Times plan was more in the nature of a common carrier than a broadcast service.

WQXR had planned to furnish clients special recorders to receive the maps and make a flat charge of \$50 a month. A.T.&T. charges \$25 per month plus \$3.50 per mile per month for the additional wire circuit required.

cuit required.

The Commission feit that such use The Commission felt that such use of FM frequencies and facsimile stations would be undesirable, although it believed the proposed service might fulfill important military and civilian needs.

Lytell, Greaza Called In 100G Plagiarism Suit

Bert Lytell, shepherd of The Lambs, and Walter Greaza, of the same organization, are scheduled to appear in N. Y. supreme court next Monday (22) for examination before trial of a \$100,000 plagfar-ism suit brought against the group by ex-member Edward Kay by ex-Downes.

Appearance of The Lambs' two Appearance of the Lamps two
officers was ordered by Justice
Ernest L. Hammer after the jurist
granted an examination motion
made by Downes' attorney. Court also ordered the organization's books and records produced. Plain-tiff claims the club appropriated his idea for a radio and television

Philly's WDAS Skedding Full Negro Hour to Aid Racial Relationships

Philadelphia, Aug. 16.

To meet the increasing demands of the Negro community for more facilities of expression on the radio, Lambert B. Beeukes, general manager of WDAS (fulltime indie) has prepared a full-hour daily program at a choice noon spot to be devoted to furthering the interests of the Negro race.

recent census revealed that the Negro population here is over the 300,000 mark, and leaders of the Negro community have charged that Philadelphia radio has either ignored their needs or assigned them public service time at undesirable late hours

sirable late hours.

Beeukes announced that WDAS has engaged George Tunnell, better known as Bon Bon, recording artist and original Jan Savitt vocalist, to conduct the hour. Program, known as the "Bon Bon Show," teed yesterday (15) as a daily segment from 11:30 a.m. to 12:30 p.m.

Program is slated to carry an hour of radio entertainment, but will also be used to mirror the daily cultural, educational and communal life of Philadelphia's Negro group. Overali purpose is to

communal life of Philadelphia's Negro group. Overali purpose is to make a contribution in harmonious racial relationships.

The "Bon Bon Show" will include a news and sports roundup, fraternal notes, interviews and the selection of a "mother of the day." In addition, Bon Bon will take tape recorder around to various sections of the city for an "inquiring reporter" stint on topics of the day. Music bridges will be recorded. Production is handled by Dick Booth, WDAS program chief.

'Ladies' in Chi Exit

"Ladies Be Seated," ABC Chiaired five a weeker, which emcee Tom Moore departs Aug. 19 in an economy huff, will originate from ABC's New York studios, starting Aug. 22 with Johnny Olsen as host. Web-owned package, which Tom Moore Associates had been producing for past six months, will be parleyed by ABC staff producers.

Welk Show Budget Upped On ABC from 21G to 10G By Milwaukee Brewer

board on Lawrence Welk's selling job for its High Life beer, that

board on Lawrence Welk's selling job for its High Life beer, that the Milwaukee company has boosted its weekly bankroil on the ABC radio show from a reported \$2.500 to \$10,000. Show was renewed here for airing over the basic network on a 13-week basis starting Aug. 31, to originate out of KECA, Los Angeles.

Welk will use top film celebs as weekly guests on his 30 minute Wednesday p.m. spot in a "new elaborately staged" format worked out by ABC brass and the Klau-Van Pietersom-Dunlap agency of Milwaukee. Welk show staged from Chi last week (10), airs from St. Paul this week (17) and Kansas City Aug. 24.

Miller became interested in the selling angle of radio after Pabst Brewery of the same city reported terrific sales impact of its sponsored Eddie Cantor show. Welk program was Miller's first bigtime venture into radio, and prez Fred Miller became quickly sold after Miller distributors nationwide reported booming sales for High Life beer were caused by the Welk program.

In fact, it's reliably reported that

In fact, it's reliably reported that Miller distributors are so enthusi-astic that they are chipping in to fillout the Welk broadcasts to full network size.

Dot Kemble to Handle Elsie Dick's MBS Chores

Mutual, in line with its present streamlining activities, is not naming a successor to the late Elsie Dick as director of religious and educational broadcasts. Instead, it's consolidating the functions under supervision of Dorothy Kemble, the web's director of continuity acthe web's director of continuity ac-ceptance. Miss Dick was killed in

ceptance. Miss Dick was killed in the recent Bombay air crash. Under the program department revamp, Joan Macgowan, Mutual script editor, becomes assistant di-rector of religious and educational programs, reporting to Miss Kemble.

Canada Bigwigs Urged to Erase Radio's 'Pseudo-Romantic Drivel'

Toronto, Aug. 16.
Wasteful competitive radio advertising, labeled as "drivel," is being paid for by the public consumer and radio-listener and is resulting in diminished sales returns to manufacturers and sponsors, according to A. H. Hazelgrove, president of the over 1,100 members of the Royal Architectural Institute of Canada. This was the highlight of his blasting brief pre-Institute of Canada. This was the highlight of his blasting brief presented to the newly-appointed Royal Commission on Culture, headed by Hon. Vincent Massey, former Canadian ambassador to Washington, which is attempting to clarify radio and television problems in this country, at the request of the Canadian government.

The brief deplored "the rank

ment.

The brief deplored "the rank vulgarity and commercialism" of most radio programs; hoped that the greater expense of television might tend to raise program standards—"though this was not evident in the United States." Hazelgrove told the Federal-appointed umpire group that "present radio entertainment value caters to less than average intelligence and, with few exceptions, is merely sales propaganda tagged on

to nonsense or pseudo-romantic drivel." The brief urged the abo-lition of radio programs "which im-pose standards based on appeal to the non-intelligent and uncon-trolled wasteful advertising." As trolled wasteful advertising." As spokesman for the 1,100 members of the Royal Architectural Institute of Canada, Hazelgrove submitted to the Royal Commission on Culture that a firmer control on radio programs be exercised by Canada's cultural leaders "rather than the determination of program policy by contributory advertisers."

gram policy by contributory advertisers."

"The rank vulgarity and commercialism of the majority of commercial programs" was attacked, with the big sponsors blamed. Radio and television were pointed out as the "greatest and most universal instrument of education."

(Commencing Sept. 6, the Federal-appointed Royal Commission on Cuiture will hear here, for a four-day session the pro and con arguments of the Canadian Broadcasting Corp. and the 90 independent station membership of the Canadian Assn. of Broadcasters in an effort to end the "iet's-wait-and-see" policy that is currently annoying Canadian video fans.)

From the Production Centres

IN NEW YORK CITY . . .

Biil Paley due back from Europe this week, but doesn't check in at CBS until after Labor Day ... Niles Trammell back from Canada fishing and looking as healthy as last year's billings.

ing and looking as healthy as last years oillings.

Dick Seff added to ABC's "It's Your Business" Tuesday (23)

Eyeopener of the week: Sinister housemald on CBS' "Yours Truly Johnny
Dollar" sustainer last Sunday carried the monicker of "Mrs. Trammeil". Robert I. Garver, ex-WJZ sales manager, has resigned from
Alley & Richards, where he was an account exec, to join Lynn Baker,
Inc., in the same capacity.

Dollar" sustainer last Sunday Carled the monitosed of Mrs. Prammeli"... Robert 1. Garver, ex-WJZ sales manager, has resigned from Alley & Richards, where he was an account exec, to join Lynn Baker, Inc., in the same capacity.

Mike Donovan, CBS doorman, back on the job last week and got a welcome comparable to that accorded the Paley-Stanton brass. Bureau of Vital Statistics Dept.: A girl, their second child, for the Mei Spiegels of CBS. Fourth child born to the Bill Leonards (WCBS). The Jo Dines (NBC) except their baby last week in August... Larry Lowman of CBS off to Nantucket for several weeks... Mitchell Grayson touring the strawhat circuit, with "Big Sister" recorded a couple weeks ahead... Ted Cott. (WNEW) squiring it at Northport. L. l., for month... CBS: "Life With Luigi" getting sponsor nibbles and it'll probably ride commercial by the time the fall season preems...

Franklin Pulaski has left for the Coast, to play the lead in a documentary film. He'il be gone about six weeks... Todd Russell will replace Clayton Collyer as emcee of the CBS quizzer, "Winner Take All," when Collyer takes his two weeks' vacation on Aug. 22. David Broekman, Raymond Palge, Robert Russell Bennett, Ray Bloch and Mark Warnow will conduct specially assembled 48-piece orchestra in a full-hour program featuring the composer-conductor's own compositions, on "Conductors' Showcase," series of five special broadcasts to be aired over CBS starting tonight (17)... Dick Moeller takes over production chores on WCBS' "Hits and Misses" show while Ned Cramer vacations for three weeks in Buffalo and Cape Cod.... Flora Campbell now narrating ABC's "Betty-Crocker" show while Zella Layne vacations, on "Conductors' porting replacing John Cleary. Program, incidentally, is to be taped from Wales from Aug. 29 to Sept. 1... Perry Lafferty returned from a Bermuda vacation Monday (15) to direct ABC's "Dorothy Dix" airer, on which Cyril Armbrister had filled in. Lafferty and his wife were in Bermuda vacation Monday (15) to do the commentary the last we

IN HOLLYWOOD . . .

Lud Gluskin's busy baton finally got him into a time conflict and he had to give up the Joan Davis show. In the past 10 years he has had the musical direction on three to four commercial shows weekly. Lyn Murray won the nod from Harry Ackerman... Hubbell Robinson berthed at KNX for 10 days to work out a fall schedule for shows from here. Being a late buying season his master plan is shot through with ifs... NBC's Bud Berend and Jennings Pierce skipped over to Reno to act as ushers at Sid Fox's marriage. He's owner of the net's affiliate in Salt Lake, KDYL.... Parke Levy head scripter of "My Friend Irma," under observation in the infirmary.... James Stewart and Bette Davis kick off Lux Radio Theatre's 15th season Aug. 29 in "June Bride".... Bill Gay is Bob Ballin's choice as successor to Dee Engelbach as producer of Hallmark Playhouse... Eddie Cantor is so busy on personals he may tape his first six airings of "Take It Or Leave It" in New York, flying in between dates... Acme beer moved its million annual billing from Brisacher, Van Norden to Foote, Cone & Belding... Al Kabaker worked out the billing for the three star singers on The Oxydol Show but it took a lot of doing to keep everybody happy. Jack Smith holds sway on the five nights, gets front billing with Margaret Whiting on Monday and Friday, takes second billing to Dinah Shore on Tuesday and Thursday and rotates positions with Dinah on Wednesday... Art Rush knocked off Del Sharbutt, who dittod Nate Tufts in the Lakeside golf tourney, but in winning the trophy ruined his 14 handicap... Dick Sanville replaced Bill Rousseau as producer of the Dick Powell whodunit... Ted Bilss will be at the controls for Young & Rubicam when "Sherlock Holmes" starts sleuthing for Petri wine... Sam Hayes will give with his Touchdown Tips for the eighth successive year. NBC again platters and sells... Frank Ferrin. who is packager of the Smillin' Ed McConnell and other shows, hospitalized for major surgery.

Announcer Ed Cooper has resigned from WGN staff, and will engage in freelance work after Coast vacation. Break comes after five and a half years with station. Cooper will retain his ReaLemon phone quiz on WGN ...Jameson Brinkmeyer launching his own "whimsy" show on WMOR. six weekly, on participation basis... WBBM's "Report Uncensored" returns Sept. 9 with producer Skee Wolff, and narrator Fahey Flynn on traffic problems... NBC farm expert Ev Mitchell at Rochester, Ind., for agriculture meeting... Mutual trafficker Dick Reiff back from vacation... WBBM staffers in Villa Park, Ili., celebration are emcee Patrick O'Riley, announcers Cliff Johnson, George Watson and Jim Conway, singers Louise King and Jeanne MacKenna... Singer Nancy Evans guested on WCFL "Songs to Cheer" Chicagoland Music Festival to air on WGN Aug. 20 with Lauritz Melchior and Nancy Carr as vocalists... Louis Ronder new WCFL asst. program director... NBC announcer Jouis Ronder new WCFL asst. program director... NBC announcer Jouis Ronder new WCFL asst. program director... NBC announcer Jouis Ronder new WCFL asst. program director... NBC announcer Jouis Ronder new WCFL asst. program director... NBC announcer Jouis Ronder new WCFL asst. program director... NBC announcer Jouis Ronder new WCFL asst. program director... Disker John MacCormick guested George Jessel on WBBM... Clem McCarthy to handle announcing chores for NBC program of Whirlaway Stakes at Washington Park... Tim Morrow agency named Red Harbour as account exec... NBC vacationists are promotion director Hal Smith and producer Norm Felton... WCFL to air Davis Cub matches tennis play Aug. 26-28... Cliff Johnson and family will air WBBM "at home" show from Fox Lake resort. Johnsons will rough it in a trailer for three weeks... Jim Billings bowing out as ABC producer... Carroll Marts laking over new duties as Mutual sales staffer, assisting vecpee Ade Hult... NBC public relations expert Jack Ryan on extensive midwest tour of web affiliates to line up publicity spree.

YANKEE NETWORK FOR SALE?

ABC in 800G Promotion Spree As All Webs Prep for Fall Teeoff

The networks, now in the hottest competitive battle of their lives, are going in for an intensive ballyhoo binge within the next few months in an attempt to sew up audiences. ABC will spend upwards of \$800,000 to promote its shows. NBC plans to lay out \$500,000 and CBS is expected to match the figure. Besides using radio, the webs will invest heavily in newspapers, magazines and allied media in the largest and cost-liest mass saturation compaigns in industry history.

Reason for the tub-thumping spree reverts directly to the talent

in industry history.

Reason for the tub-thumping spree reverts directly to the talent raids staged against rival webs last year by CBS board chairman Wiliam S. Paley. Since many of its top shows during the coming season were op competing nets last year. CBS is forced to spend heavily to inform viewers of the switch. NEC, by the same token, must exploit the programs it has left, in addition to the many new packages it built to replace its quondam stars. And ABC, to which all this has come as bad onews, plans to spend more than the other two to protect its program investments and remain close to its rivals.

its rivals.

ABC will concentrate most of its

its rivials.

ABC will concentrate most of its time and money on block promotion for Thursday and Sunday mights, its two hottest, plugging the entire program lineups instead of individual shows. Friday night ballyhoo will be keyed to the average workers' theme of "Aren't You Glad It's Friday," with the tagline, of course, being that the audience can hear the ABC shows then. Sunday night pitch is pegged on an "ABC Is All Dressed Up in Its Sunday night pitch is pegged on an "ABC Is All Dressed Up in Its Sunday Best' theme.

Both campaigns will run a 'full six weeks, and be followed through during the entire year. Web will launch its Friday night ballyhoo with a full-page Life ad Oct. 3 and its Sunday night campaign with a full-page Satevepost ad the following week. Both ads will be repeated later in Look. According to ABC ad-publicity veepee Ivor Kenway and promotion chief Ted Oberfelder, the block promotion idea makes it possible for the web, its clients and local stations to tie in. Web will take ads in its five (Continued on page 42)

(Continued on page 42)

PROVOST TO BALTO.; GANNON SUCCEEDS

llarvey J. Gannon, former traffic and service supervisor of WNBC, key N. Y. flagship station of the NBC web, was named this week to succeed D. L. Provost as program manager. At the same time, station manager Tom Mc-Fadden appointed Clay B. Daniel to the newly-created position of production manager.

Fadden appointed Clay B. Danier to the newly-created position of production manager.

Provost who has held the NBC job since 1942, resigned, effective Sept. 6. to take over as business manager of WBAL and WBAL-TV. Hearst Radio outlets in Baltimore.

Provost, in his new job, will supervise day-to-day operations of both Balto stations, thus freeing Harold Burke for development and planning projects. Burke is now working out a new expansion program for the TV station. Provost, who helped develop many NBC programs and stars, entered radio in 1931 with his own package outfit and was at one time sales manager of Empire Broadcasting, transcription organization.

Arlene Francis Auditions 'Name Your Odds' Ouiz

Arlene Francis will get a network audition over ABC next Wednesday (24) with a new quizzer.
"Name Your Odds." Format will
have a participant start-with a \$10
bankroll and answer questions in
a, given category at odds named
by the contestant. Thus if quizzee
chooses a 10-1 bet he can blow the
roll with a single question.
Show was packaged by Marty
Goodman.

Cab to 'Cap'

Cab to 'Cap'
Minneapolis, Aug. 16.
Merle Edwards, disk-jockeying on WMIN as "Hub Cap"
threatened with loss of sponsor
asked listeners to send. him
vote of confidence and explained he needed at least 200
such messages.
At one point he broadcast
he needed just 65 more. The
65 came in, all saying "Stay
and play" and all signed "Cab
Calloway."
Calloway is appearing at

Calloway is appearing at Club Carnival here.

Mutual Comes Up With New Slant On Juve Shows

Mutual's block system of programming, which has paid off in its Sunday afternoon strip of mystery shows, will be extended to a group of weekday juve airers starting next month. Step is being made in conjunction with another move to jettison the cliff-banger type of radio fodder for the kids in favor of complete half-hour action shows set up in a one-hour across-the-board block from 5 to 6 p.m.

the kids in favor of complete half-hour action shows set up in a one-hour across-the-board block from 5 to 6 p.m.

Drastic overhauling of the juve program approach was made by Mutual execs in consultation with clients in an effort to boost slipping ratings. It has been established that kids, after missing one or two chapters of the serial-type shows, tended to lose interest in the continuing story. Switch to the complete actioners, featuring a familiar roster of heroes, will permit more irregular listening without destroying the kid's loyalty to his favorite character.

One-hour block of kid shows will also be formatted into an integrated pattern of entertainment. Bankrollers of the various shows have entered into a cooperative system of laying out future programs and may yet agree to a cross-plugging tactic to bolster to Mutual block as a whole. Group of Mutual execs who put over the idea with the clients and agencies include William Fineshriber, Jr., v.p. over programming; Robert Schmid, veepee over promotion and planning, and Jess Barnes, sales chief.

Lineup of juve shows alternating in the one-hour block will be "Capitain Midnight," for Ovaltine; "Straight Arrow," for National Biscuit Co.: and "B-Bar-B Ranch" and "Adventures of Ted Drake," both sustaining. Block will tee off the week of Sept. 20.

Canada's Sinclair Savs

Canada's Sinclair Says Aloud He Doesn't Like England, Stirs a Tempest

Trailing his noon news broadcast with the off-hand ad lib that "I don't like England either," Gordon Sinclair, ex-Variety mugg, just back from his fifth round-the-world reportorial chore for The Toronto Daily Star, Canada's biggest daily, swamped the CFRB. Toronto, switchboard with yowls of protest.

Toronio, switchboard with yowls of protest.

Sinclair's concluding news item dealt with the statement of Shirley May France, young American swimmer about to attempt a crossing of the English Channel, that "she did not like England." Sinclair's kicker was, "I don't like England either." Sponsored by Alka-Seltzer, he refused to make an apology over the air, told those concerned: "I don't like the cimate or the people; if I don't like a country, why shouldn't I say so if I want to."

DICKERING IN TALKING STAGE

Washington, Aug. 16. Washington, Aug. 16.
Yankee network, largest indie
radio chain in New England, has
been put on the auction block by
its owners, the O'Neil family,
which controls the General Tire & Rubber Co.

Deal for the purchase of the web

Deal for the purchase of the web is in the works, it has been learned, but the situation has not yet jelled to a point where an agreement can be reached. It is understood that queries have been made by a syn-dicate comprising New York and

to a point where an agreement can be reached. It is understood that queries have been made by a syndicate comprising New York and Hollywood investors, which are being followed up. Price has not been divulged.

Spokesmen for Yankee emphasized that conversations are only in the talking stage and that no definite offer has been made. They deelared the web is not for sale and is not seeking a buyer, but admitted they have been approached by interested buyers in the past and said an "attractive offer" would be entertained.

It is also understood that any deal would not include Yankee's television station in Boston, WNACTV. This has given rise to speculation that the network's owners want to get out of sound broad-casting only. Other sources have indicated, however, that the owners are willing to give up the TV outlet also to concentrate solely on their tire business.

Any transaction, it is believed, would include sale of the six AM stations owned by Yankee, along with General Tire's approximate 19% interest in Mutual. Stations include WNAC. Boston; WEAN, Providence; WICC. Bridgeport; WONS, Hartford: WMTW, Portland, Me., and WAAB, Worcester. Sale of the last two to Radio Enterprises is now awaiting FCC approval.

In addition to the six owned-and-operated outlets, Yankee also has affiliates in Waterbury, Holyoke, Lowell and Fall River in Massachusettis; Bangor, Me.; Manchester, N. H., Pittsfield, Mass.; New London, Conn.; Laconia, N. H.; Augusta, Me.; Springfield and Fitchburg, Mass.: Rutland, Vt., Portsmouth, N. H.; Waterbury, Vt.; Concord, N. H., and Claremont, N. H. Yankee has also applied for television grants in Bridgeport and Springfield but has not decided on whether to pursue those bids in view of the proposed rew channel allocations, which provide the cities only with ultra-high frequency channels.

FCC Reaffirms Its Rules **Barring Transferring Of** Time Reservation Pacts

Time Reservation Pacts

Washington, Aug. 16.

Regulations adopted last January barring transfer of time reservation contracts upon sale of a station were reaffirmed last week by the FCC. The rules were designed to insure maintenance of licensee responsibility for the selection of radio programs and to prevent rights granted by a licensee continuing for an unreasonably long period of time.

An order reaffirming policy was issued on the basis of petitions from Berachali Church, Inc., and the Rev. J. Frank Norris, contesting the rules. Berachah Church once owned WRAX (predecessor station to WPEN) in Philadelphia, in which it sold stock with a reserve time clause. It filed suit last year to enforce the agreement. Rev. Norris took over several lime contracts held by the First Baptist Church in predecessor stations of KFJZ. Fort Worth, Tex. He entered into a time reserve contract with the station in 1946. The Commission said that while it behieves its rules have the effect of rendering existing time contracts impossible of performance, it recognizes that the possibility of the parties, in the light of the new rules, presents questions of State law which the regulations, are not intended to prejudge.

'Good Wife,' 'Dragnet,' Powell May Tee Off NBC's Three-to-the-Hour

The 'Ham' in Sterling
Washington, Aug. 16.
When George Sterling, engineer commissioner of the
FCC, goes on vacation he performs as an amakeur radio operutor. Last week, the agency
wired him special temporary
authority to operate his station, "William Three Dog Fox"
(W3DF) at Peakes Island, Me.,
for the remainder of August.
Sterling is investigating "the
ability of narrow band frequency modulation to comnunicate through those sectors of the bands in question
which are heavily congested
by strong amateur signals."

The Commissioner is one of
82,000 licensed radio amateurs.
Other radio "hams" in the
Commission are Cyril Braum,
chief of the FM broadcast division; Curtis B. Plummer, chief
of the television division,
George S. Turner, assistant
chief engineer, and George K.
Rollins, chief of the ameteur
division.

NBC Mulls Star **Contract List As Future Safety**

veloped summer shows caught in the squeeze and slated to get the heave in coming weeks as commercial stanzas return for the fall season, NBC is weighing the idea of putting the more promising hot-weather personalities under long-term option and utilizing them as

term option and utilizing them as the need arises.
For example, Faye Emerson's "Silent Partner" show must go off to make way for a commercial commitment. NBC regards Miss Emerson as a potentially click radio personality and rather than let her slip out of their hands, the network wants to keep her under contract. This would put NBC much in the same position as film companies with a permanent star contract list, which it could parcel out as it pleased, either commercially

tract list, which it could parcel out as it pleased, either commercially or spot on its own shows.

Thus the network could parlay her services and use her over a number of shows, such as "Who Said That?" "Leave it to the Girls," etc., and even start recording her next summer series in advance.

NBC has similar plans in mind for "Four Star Playhouse" (Fred MacMurray, Rosalind Russell, et al.), which also bows out to make way for commercial commitment. NBC would like to put the stars involved under a five-year contract, making them available for a certain number of shows each week, either for guest shots or for a series.

NBC will go through with its plans for a split-time experiment in programming, utilizing the 11 to midnight Sunday night hour in which to bracket three 20 - minute shows. With NBC now in the packshows. With NBC now in the package business in a big way (summer schedule includes 26 "house" sustainers and commercial features), the web's in a dither, since most of them must be dispossessed when the winter commercials return. By experimenting with 20-minute segments and patterning the shows into the new formula, NBC hopes to salvage some of the worthier properties. properties.

ments and patterning the shows into the new formula. NBC hopes to salvage some of the worthier properties.

NBC regards as three of its most prized summer possessions the Arlene Francis-John Conte "My Good Wife," "Dragnet" (with a 7.5 rating) and Diek Powell (7.2). Since all three are scheduled for displacement, the network may parlay them into the 20-minute experimental idea for a Sunday night year-round showcase.

Martin and Lewis and Henry Morgan also present a problem to the network. Latter, doing summer duty to Bristol-Myers, must take a powder Sept. 28. It's regarded as a certainty that both shows will be retained, probably going into the Friday night 8 to 9 open hour, thus parlaying them with Pabst's "Life of Riley."

The James and Pamela Mason show is set to depart Sept. 15 in favor of "Duffy's Tavern," while the Billie Burke-Harry von Zell "Chieken Every Sunday" gets the heave Aug. 31 for Biow's "Hogan's Daughter." Janc Pickens departs in favor of Cities Service moving into its now Monday night time Aug. 29.

"Archie Andrews." which has been doing Bistrol-Myers summer duty, scrams Sept. 14 to make way for "Gildersleeve." The new Ethel Merman show, which has been doing Bistrol-Myers summer duty, scrams Sept. 14 to make way for "Gildersleeve." The new Ethel Merman show, which has been doing Bistrol-Myers summer duty, scrams Sept. 14 to make way for "Gildersleeve." The new Ethel Merman show, which has been doing Bistrol-Myers summer duty stay in the "American Album" spot until Sept. 18, and is scheduled to move into the Monday night at 8 period. However, if NBC can only stay in the "American Album" spot until Sept. 18, and is scheduled to move into the Monday night at 8 period. However, if NBC can interest Old Gold in buying the time for a switchover of "Original Amateur Hour" from ABC. it'll have a problem on disposition of the Merman showcase.

NBC hopes to squeeze "Tree Grows in Brooklyn" into the Sunday afternoon time, but that depends on whether Standard Oil buys the 5 o'clock time for a musical. Har

'MEETING'S' COLCLOUGH STRICKEN BY MALARIA

Manila, Aug. 10. Betty Colclough, program director for the American program,
"Town Meeting of the Air." was stricken with maiaria here Aug. 5. The forum, currently touring the

The forum, currently touring the world, is at present in New Delhi, Miss Colclough, along with Bill Traum, group's business manager, comprise the advance party. Arrangements are made about four or five weeks before the actual arrival of the discussion panel. Miss Colclough's malaria contraction was not severe enough to hospitalize her, but calls for immediate rest. She and Traum are scheduled to go to Honolulu, where she will remain, while he continues on in his present capacity. The "Town Meeting" tour, which began June 25, is scheduled to end early in October.

LUTHER GOES FULL WEB

Frank Luther show, sponsored by Maltex cereal, goes on the full NBC net on a 52-week per year basis starting Oct. I.

Alrer, which also has been bought by the Yankce network, previously was heard only on WNBC, N. Y.

82 TELEVISION

Dept. of Commerce Appraises TV, Sees It As Leading Sales Medium

Washington, Aug. 16.
Although its audience doesn't yet ompare with radio's, television's SEALTEST TO SHARE compare with radio's, television's superior qualities as an advertising tool has been sufficiently demonstrated to indicate its future as the leading selling medium, the Department of Commerce reported the comparison of the comp over the weekend.

over the weekend.

In a comprehensive analysis of
the medium's advertising impact,
prepared under the direction of
Charles P. Redick, chief of the
General Products Division, the De-General Products Division, the Department forecast that video will stimulate larger ad budgets in which the printed media will beneomes a more specialized medium." will participate "in proportion to its more restricted use."

The Department's long run appraisal was based on these premises:

1. A continued upward trend in the ratio of leisure hours to work

ours. 2. Probable acceptance of video s an addition rather than a re-lacement in the communications

placement in the communities.

3. Creation by television of new desires and needs which, together with other advertising media, "will help industry move a far greater volume of goods than ever before," resulting in increased budgets all along the line.

50% Decline In AM Listening For the short run, the report

For the short run, the report tising media, based on surveys showing a decline of 20 to 30% in reading by families owning TV sets and nearly 50% reduction in radio

showing a decline of 20 to 30% in reading by families owning TV sets and nearly 50% reduction in radio listening.

It also expected that the new FCC allocation plan would have an adverse effect for a while on set purchases, causing many prospective buyers to hold off until new receivers for UHF stations are on the market and the overall television picture becomes clearer.

But in areas where stations are operating, the increased availability and sales of sets provide the basis for rosy forecasts of the part television will play in the national economy. Consumer demand for sets, said the report, "has exceeded even the most optimistic prediction of the industry," with an estimated 1,860,000 receivers installed as of July, 1949, and with prices moving to levels within reach of a greater mass of consumers.

Already, because of its greater per capita sales impact, the Department reported, television is comparable to radio as an advertising medium in many markets, despite the fact the TV audience is only a fraction of the radio audience and the potentialities of the medium are not fully utilized. Pointing to a survey by WOR, in New York, it added that in many evening time periods the television audience in Metropolitan New (Continued on page 40)

(Continued on page 40)

INDIANA U'S 5G TAG ON COM'L GRIDCASTS

UN CUM'L GRIDCASIS

Indianapolis, Aug. 16.

Price tag of \$5,000 each has been set on its home football games by Indiana University to telecast commercially. Fee will be only \$2,000 if carried on sustaining basis, officials announced this week.

Sarkes Tarzian, owner of WTTV. Bloomington, announced early this summer that station will be ready to operate this fall, and would carry all home games at 1. U. But Glen VanHorn, WTTV manager, sald no decision had been made on telecasting the games, following I. U. disclosure. Fees are said to be in line with Big Nine policy.

Galveston TV Bid

Washington, Aug. 16.
An application to establish a television station in Galveston.
Tex., was filed with the FCC last week by R. Lee Kempner as owner of the Galveston Television Co. This was the first application for Colvector. Galveston.

Galveston.

Kempner applied for channel 9 which is one of three Very High Frequency channels assigned to Galveston under present allocations. However, under the new proposed allocations, these channels would be eliminated and two channels in the UHF band assigned.

'KUKLA' WITH RCA

General cutback in RCA's advertising budget permitted the entry this week of Seaitest Dairy as a twice-weekly sponsor on NBC-TV's 'Kukla, Fran & Oilie."

Chicago-originated program picked up 11 new outlets when it returned to the air last week, returned to the air last week, which would have hiked the budget considerably for RCA, which had bankrolled the show Mondays through Fridays last season. Outfit, as a result, will give up the Tuesdays and Thursdays to Sealtest starting Sept. 27, but will continue as sponsor Mondays, Wednesdays and Fridays.

WOR-TV 'Sneaks' Dodger Games

WOR-TV, only two days after sneak previewing its initial test pattern, began televising the Brooklyn Dodger night ball games, brooklyn Dodger night ball games, starting last night (Tues.) on New York's video channel No. 9. Sudden advent of the station on the air was several weeks in advance of the expected date for the start of regular operations.

Deal to televise the Brookiyn games involves no coin for the station. WCBS-TV, which carries the games for Schaefer beer, agreed to give the games to WORagreed to give the games to WOR-TV for experimental purposes without costs. WCBS cameras will pick up the games and feed them to WOR-TV. Latter arrangement will not affect deal which WATV. Newark, has to telecast the Brook-lyn games on nights when commer-cial computents, preyent WCBS cial commitments prevent WCBS from doing the job.

WOR engineers put their initial test pattern on the air Sunday night (14). Regular studio programming on the outlet, however, is awalting completion of studio fabilities.

Russ Johnston Partied

Russ Johnston, chief of NBC-TV's film department, was honored at a birthday party at Toots Shor, N. Y., yesterday (Tues.) thrown by his industry pals. Highlight of the luncheon was a satirieal record de-picting Johnston's rise to his cur-rent post.

The William Morris agency innovated a daring type

The ad, planned by William Morris, Jr., was developed

The practical showmanship

(video) reasons for the

When the conventional left-to-right line is used

Our use of Square Span in Variety, the Bible

improvement in

arrangement

organization and the Associated

hecause he

believes it

the presentation is heightened in

scanning lines

of the teleset.

with greater

of readers could read

consulted as to proper use of the "word thoughts"

Slingshot Artist Sentenced To Wrestling Via TV

Toledo, Aug. 16.
A youthful wrestling fan who used a slingshot and small bits of sharp metal to indicate his disapused a slingshot and shall bits obsharp metal to indicate his disapproval of contestants at local Thursday night wrestling matches in the Sports Arena will henceforth have to see the matches by television.

television.

That was the punishment imposed by James R. Keliey, Juvenile Court referee, on a 13-year-old boy for whom police at the Arena had been looking for three weeks. The boy admitted that he had taken shots at a wrestler or referee whenever a performance or decision displeased him.

Chi Trib Tripped In All-Star TV Nix

Chicago, Aug. 16.
Chi Tribune's All-Star football game, held Fri. (12) has caused considerable intramural moaning on the part of WGN-TV, the telebranch of Col. Robert McCormick's communications empire, as result of promoter Arch Ward refusing a last-minute plea to have the game televised.

Most of the gripes were being sounded on behalf of the WGN-TV promotion staffers, who, from now on, will have to do some tall explaining to sports promoters why they should have their own events televised despite Ward's point-blank balk at okaying a telecast of his annual grid event.

Ward, who has been in charge of

his annual grid event.
Ward, who has been in charge of
staging the event on behalf of Trib
Charities from his spot as Trib
sports editor, took the position that
a telecast of the game would keep
away attendance and that the charity angle raised the issue above

away attendance and that the charity angle raised the issue above crass commercialism.

WGN-TV toppers, however, privately maintain that Ward has "set television back one year." as well as make the job of their own station promoters doubly tough. They point to such bigtime promoters as Bill Tobin of the Blackhawks, Chuck Comiskey of the White Sox, Chuck Comiskey of the White Sox, George Halas of the Bears and Ray Bennigsen of the Cardinals who either don't like the effects of TV on gate attendance or who are on the doubtful side.

Now, they say, WGN-TV is going to have a double task of selling them on the benefits of TV coverage, which overload isn't fair to any tele outlet already operating in the red.

Cincinnati—Jane O. Flaherty has joined Crosley's WLW-D as mana-ger of promotion and publicity transferring from WIBC, Indianap-olls, where she served a similar post for the past three years.

'Square Span' as Aid to Video

printing 500 years ago." Square Span

Robert B. Andrews of Southern Methodist

to bridge certain action."

may be greatly reduced.

observed Morris.

of advertisement in a recent Variety via the

in collaboration with

noted authorities.

showman's interest in

Square Span are cited

in television, there is a strain on the eye,

than conventional printed matter

of his method.

of printed words since Gutenberg introduced

Press, checked and approved it as to text.

might prove useful in captions in television."

"It is the accepted belief television, adhere strictly that the new medium, to an ideographical

It is my belief that with

Square Span this strain

the use of a word

caption as a preface or

Western Union, AT&T Say Facilities Will Permit Color Transmission

KOTV, TULSA, PREPS FOR OCT. TEST PATTERN

Tulsa, Aug. 16.

Test pattern in October and commercial operation in November is the target of KOTV, the city's first video station, according to KOTV's prexy, Maria Helén Alvarez.

prexy, Maria Helén Alvarez.

Miss Alvarez has leased a midtown building to completely house all phases of the outlet, including a garage for remote equipment. Novel feature of the building will be three 24-foot electrically operated doors which will enable any downtown parade to pass through the studios for televising. Main studio measures 112 by 60 feet, and will accommodate a studio audience of 400.

George J. Jaeobs, who has built

ence of 400.

George J. Jacobs, who has built four tele stations in the U. S., will supervise construction and operation of the outlet.

Stirton, ABC in **A TV Romance**

Chicago, Aug. 16.

Naming of Jim Stirton to take over ABC central division sales, in addition to his job of commercial manager here, looks like the tipoff on the web's anxiety to achieve greater TV sales to midwest advertisers. He replaces Gil Berry, who will head up DuMont's new midwest sales office.

Discounting the economy angle, whereby the net loads two jobs on whereby the net loads two look on one person in exchange for a sal-ary boost, it's known that despite his 20 years in radio. Stirton is one of the foremost Chi exponents of tele's "visual impact."

tele's "visual impact."

He starts his sales job formally Sept. 1, but it won't be anything new, since Stirton has been working hard on TV sales the past two months. In addition, his work in heading the Chi Television Council during its first year, and his masterminding of the national TV conference here last spring, has reportedly sold the web on his value as a "prestige salesman."

It's believed this background will

It's believed this background will swing extra weight with midwest "fat cat" advertisers, who either are dabbling in tele spots but with enough cash to shoot the TV works, or with longtime radio users who haven't yet been sold on the sales results of tele,

experiments at Texas A&M College showed majority

University, creator of Square Span, was

to SMU's

time

improper focusing of the

time to

from

usage of Square Span, Digest as "the cited by July Reader's first

Dr. Rudolph Flesch, expert and consultant on brevity in speech to the Luce

by the Morris Agency president in his letter

presentation and not use the printed word, but

which is sometimes fucreased by the

Washington, Aug. 16...)
by the major carriers of intercity television that their coaxial and microwave relay facilities will be able to transmit color video as the need requires. The Information was received from A. T. & T. and Western Urrion in reply to queries from the commission on their plans to handle TV expansion.

sion.

The companies said they would also be able to handle-increased traffic resulting from addition of UHF stations.

A. T. & T. advised that demonstrations it conducted of color transmission between New York and Washington three years ago indicated that coaxial cable and radio relay systems now in daily use for black and white video are capable of carrying color. "When use for black and white video are capable of carrying color. "When a demand for the transmission of color television arlses," said the company, "we believe that the Beli System will be able to provide such network facilities as may be required."

Western Union declared that it Western Union declared that it will be prepared to furnish wider bandwidths to transmit color if the demand arises. The firm's microwave relay facilities between New York and Philly uses a 5me standard bandwidth.

The Beil System said its expan-The Bell System said its expansion plans for video will take account of the needs for network service which are likely to develop as a result, of UHF. It told the commission it will take steps to ensure that, in so far as practicable, intercity facilities will be available to meet the needs of the expanding medium. The telephone companies, Bell added, look forward to a nationwide network service for video similar to that in the sound broadcasting industry. Western Union anticipated that

western Union anticipated that the proposed addition of 42 UllP channels would increase the demand for intercity connections. It said a large number of the smaller cities could be reached by short extensions from its trunk routes. The company stated its present

(Continued on page 40)

LANNY ROSS MULLS VIDEO 'SHOW BOAT

Lanny Ross, now on a tour of nitery dates, may return to NBC television this fall, doing a TV version of his one-time radio starrer, "Show Boat," Singer, together with Swift & Co., which bankrolled his just-concluded NBC-TV program, is trying to clear rights to the title with author Edna Ferber, but is running into considerable difficulty, presumably hecause Metro is planning a new picture on the story.

Ross' radio "Show Boat" was

on the story.

Ross' radio "Show Boat" was launched in 1932 and ran five consecutive seasons under Maxwell House sponsorship on NBC. In addition to a Metro film on the story several years ago, the legit version is preparing to resume on the road the road

NBC Revamps Sun. Nite To Buck CBS 'Toast' Pull

NBC television will give its Sunday night program lineap several reshuffles within the next several weeks in an attempt to buck CBS-TV's "Toast of the Town" for top rating honors. First move will be the extension of "Broadway Spotight," half-hour vaudeo show packaged by indie producer Martin Jones, from its present half-hour format into a full hour, from 7:30 to 8:30 p.m., starting Ang. 28.

That will necessitate moving back a half-hour "Leave It to the Girls," now sponsored in the 8 to 8:30 bracket by Maxwell llouse, NBC hopes to build an andience through the switches for the two new half-hour shows which open from 8 to 9 in early Cotober. These are the Chesterfield-sponsored Perry Como stanza, set for 8 to 8:30, and a new Bobby Clark show, which NBC will produce in collaboration with Michael Todd for possible bankrolling by General Foods.

Both "Spotlight" and "Girls" will probably be moved to other nights at that time.

the Square Span method."

of Show Biz, may call to the attention of television

producers the advantages of experimenting with

RED SCARE NUMBING VIDEO

Fashion Houses Scram TV, Claim Medium De-Glamorizes Product

Video's bright hopes last year of becoming a natural fashion show-casing medium for clothlers and department stores have gone a-glimmering. This source of sponglimmering. This source of spon-sored programming coin has now completely dried up and there is little prospect in the immediate future for it to start flowing again. Despite the approach of the peak advertising season for fall styles, none of the major TV, outlets in New York have any fashion shows, either sponsored or sustaining on their schedules.

Fadeout of the fashion programs due to the disappointing results during their brief heyday several months back has brought along a rash of recriminations months back has brought along a rash of recriminations between clients and ad agencies, on one side, and TV program directors, on the other. While the bankrollers are finding the cause of the failure in the limitations of the medium, the TV-minded faction contends they were never given a chance to develop the right type of show.

Chief rap against TV, according to the clothiers, is that it de-glamorizes their product. The smallness of the TV viewing screen. smallness of the TV viewing screen, the poor quality of the images and lack of depth perspective made it difficult, if not impossible, to sock across the classy stylistic details. And then there was lacking the important ingredient of color, according to the style houses. Latter, with an average ad budget of about \$80,000, are now shifting into more traditional media.

Countering the complaints TV

traditional media.

Countering the complaints, TV programmers contend that the fashion show bankrollers tried to crowd their whole line into a single show and thereby wore out the viewers. In order to make them stick, the style angles should have been injected more subtly as part of an entertainment format along the lines of motion pictures. Hollywood, it's pointed out, became the most; potent fashion selling memost potent fashion selling me-dium in the world by keeping the commercial pegs completely out of

Fashion houses will not be averse, however, to cop free plugs on video in the future. Supplementing its regular press coverage, the N. Y. Dress Institute is currently distribbing five-minute clips for free to all video outlets. Issued twice-monthly, the institute's films are without soundtrack for use by local women's program commentators. Fashion houses will not be

Standard Oil Buys Up Wayne King Package In 'Sight Unseen' Deal

Chicago, Aug. 16.
Standard Oil of Indiana bought
a pig in a poke when it inked orch
leader Wayne King to a 40-weck
contract for a weekly 30-minute
stint on five midwest NBC-TV outplets. No network audition was held
for the \$5,000-plus talent package.
which will screen from Chi starting
Sept. 29

N.Y. Pulse's Top 10

(Aug. 1-7)	
Toast of the Town	36.0
Original Amateur Hour	31.1
Kraft TV Theatre	29.6
Godfrey and His Friends	27.8
Stop the Music	
Yank-Browns Game	
Break the Bank	
Crusade in Europe	
Philco Playhouse	18.9

New Circuits To Link 6 More TV Cities Get Okay

Washington, Aug. 16.
The biggest microwave project ever authorized, providing over 3,000 miles of television intercon-3,000 miles of television intercon-nection, was given the go sign last week by the FCC. Costing an es-timated \$17,800,000, the circuits will bring six additional cities into the video network and provide ad-ditional channels for sending pro-grams between major cities. The new circuits, to be built by American Telephone & Telegraph Co. and Wisconsin Telephone Co., will extend network television to Des Moines Minneapolls Syracuse.

Co. and Wisconsin Telephone Co., will extend network television to Des Moines, Minneapolis, Syracuse, Schenectady, Utica and Norfolk. In addition, a link will be constructed to carry programs from Madison. Wis., to Milwaukee. It is expected the overall program will be completed in less than two years.

Largest of the circuits will parallel the present coaxial cable between Pittsburgh and Chicago, providing another four video relays between the two cities. This link is part of the New York-Chicago system.

A second microwave link will provide three channels from Chi-cago to Des Moines and one the other way. With coaxial now avail-able between Des Moines and Min-

able between Des Moines and Minneapolis, the new link will permit network service to be brought to the Twin Cities.

A circuit to be constructed between Albany and Syracuse will make possible extension of network television to Schenectady and Utica which are now being linked with Albany. With two coaxial cables operating between New York and Albany, the microwave links will bring web programs to the upstate cities but will not enable them to transmit programs to the networks.

A link between Richmond and

the networks.

A link between Richmond and Norfolk will bring network shows to the latter city but will not enable Norfolk to feed into the webs.
A circuit between Milwaukee and Madison will bring into the network football games and other events from the University of Wisconsin. This is a one-way link and does not bring television to Madison which has no station.

The new facilities will be used for telephone as well as television transmission.

sept. 29.

Deal will include King's orch. 12 members of Detroit's Don Large chorus, and vocalists Nancy Evans and Harry Hall. MCA signed for King, who has just wound up a series of concert tours in 100 citles. Five stations carrying the series are: WNBQ. Chi; WFBM-TV, Indianapolis; WWJ - TV, Detroit, KSD-TV, St. Louis, and KSTP-TV, Minneapolis. WTMJ-TV, Milwanikee, may be added to the string shortly. Show will screen Thursdays at 9:30 p.m. (CST).

In view of the "sight unscen" aspects of the deal, NBC-TV producers are wondering what kind of a show they'll have to work with. King's longtime radio work leaves some of them fearing they'll get a straight orch concert Instead of a balanced tele program.

Standard is planning to extend the show to additional midwest stations as they come into existence. Commercials will combine live and film. McCann-Erickson agency handled.

THE MAIN ISSUE

Communist scare, which set Hol-Communist scare, which set Hollywood back on its heels two years ago, has grabbed a stranglehold on television. Pervading fear of becoming tainted with any shade of red, has reached such a point among TV networks and ad agencies that any actor, writer or producer who has been even remotely identified with leftist tendencies is shunned.

Situation, which has already hit radio via the firing of director Wil-

is shunned.

Situation, which has already hit radio via the firing of director William Sweets for his alleged political beliefs, has staggered video to such an extent that the problem of clearing talent from any fellow-traveler charges has become all-important. According to one network talent chief, clearing property rights to a story or play had been the biggest stickler heretofore in staging a dramatic show. "Now," he said, "we spend our time trying to salisfy our top brass that the actors have never been on the left side of the fence. If one of them has even had his picture taken with a known Communist, even if it was several years ago, he's a dead duck as far as we're concerned."

While the Hollywood Communist probe took place in 1947, it's the

While the Hollywood Communist probe took place in 1947, it's the reverberating fear of that investigation that is believed responsible for TV's anxiety, While some exces at both the webs and agencies decry the situation, they claim they are forced into it by the sponsors. Latter are extremely wany of having their products identified they are forced into it by the sponsors. Latter are extremely wary of having their products identified with Communism and hence have issued orders that all talent be properly "cleared." We could use a couple of good J. Edgar Hoovers in the business right now." another network spokesman said.

Passing the Burden

Passing the Burden
When the situation broke originally in the industry, the agencies attempted to place the clearance burden on the webs. They claimed the networks, through selling them air time, were responsible for keeping the air clear of Reds. After considerable bickering back and forth, however, the webs have unloaded the clearance problem back on the agencies. They claim the ad meh and not they are responsible to clients. Thus, they aver, let the agencies take the trouble to investigate.

Webs must take the initiative, though, on their sustaining shows.

(Continued on page 40)

Gillette's 200-250G For World Series

What television network gets the nod on the World Series still remains in the doubtful columns. but reports are now that NBC has the inside track. Gillette, it's stated, has agreed to sponsorship of the series, which will earry a tab of \$200,000 to \$250,000. That's exclusive of Mutual's radio cover-

Whatever TV network gets the whatever IV network gets the nod, there's one proviso in the contract—all the Mutual stations get first call on video. Thus if WOR-TV is on the air by the time the series begins, it will share the N. Y. coverage with WNBC-TV.

Masquers Make Berle Mr. Television of '49'

Hollywood, Aug. 16.

Milton Berle will be honored at a Masquers Club dinner Wednesday

Masquers Club dinner Wednesday (17) night and will he presented with the Club's first annual "Mr. Television" award. Alan Mowbray is chairman of the dinner.

At the speakers table will be Harry Warner, Buddy Clark. Tony Martin, Jesse Lasky, James Barton, Bert Lahr, Rupert Hughes, Louis Sobol, Jerry Wald, Roy Del Rutt.

Bob Hope and Phil Silvers.

GLEARING TALENT Schwartz's 20G 'Inside USA' To **Set Flock of Telerevue Precedents**

It's a Pipe

Frank Stanton, CBS prexy, not only has a specially-constructed roof antenna attached to his television set at his upper Manhattan apartment, upper Manhattan apartment, but a coaxial cable was con-structed, through six stories of concrete, to provide for ideal reception. It was probably the most painstaking job done on a Gotham TV set. Stanton has been able to get every station —but WCBS.

—but WCBS. Superintendent of building suggested sticking a lead pipe behind the curtain in the liv-ing room. Now Stanton gets WCBS.

WGN, WBKB In **Chi TV Monopoly On Grid Airings**

Chicago, Aug. 16.

WGN-TV and WBKB, after some nifty backfield deception, have rammed a power play through the Chi TV opposition that gives then a monopoly of local college football games this fall. Shut out were WENR-TV and WNBQ, who'll have no Saturday games to televise. First line thrust was the signing by both stations for five Notre-Dame games, which will be carried over the DuMont network, but will be split in Chi on an alternate basis, except for the Southern California tilt which will be shared. Next, dealing mainly through WGN and the Chi Trib, which has a working arrangement with North-western U. (Medill School of Journalism is a lusty offspring there, WGN-TV and WBKB lined up exclusives with the Evanston school for its five home contests, which they'll also split on alternate weeks. By that time, the only games worth telecasting in the Chi area were home games of the U. of Illinois at Champaign. WENR-TV and WNBQ, feeling slightly punchy, figured the cost of relaying the games to the local audience would outweigh their value, and decided to several Illinois games between

default.

So WGN-TV and WBKB picked up several Illinois games between them to pad out their schedules, and blanket the fall Saturday contests. The two losing stations, left with nothing but their uniforms, would like to get the names and addresses of the referees.

Weatherly to Produce 'Little Show' Versions For CBS-TV in the Fall

Television adaptation of Dwight Deere Wiman's erstwhile "Little Show" revues has been scheduled for fall production on CBS-TV. Tom Weatherly of Wiman's legit staff will produce and direct, with CBS collaborating with Wiman on the package.

staft will produce and direct, with CBS collaborating with Wiman on the package.

Half-hour program will follow closely the format of the legiters, last of which was staged on Broadway in 1932. Six or seven principals will constitute the permanent cast, in addition to a sixgirl line. One top-name guest will appear each week. Original music and lyrics are to he penned for each show by various songwiters, with each program in addition to feature one sketch from the stage productions. Lee Sherman will handle the choreography.

CBS plans to test the show via a closed-circuit audition within the next few weeks and then seek a sponsor. It may be slotted biweekly as an alternate to Arthur Schwartz's "Inside U.S.A. with Chevrolet," pending the final decision of Jack Benny on whether he will agree to kinescoping a show for that time period.

Arthur Schwartz, producer and co-author of the forthcoming "Inside USA with Chevrolet" show for that automotive sponsor (Campbell-Ewald), thinks he will establish a new standard when his 30-nimute telerevue kicks off Sept. 29. He just signed Peter Lind Hayes to star. Latter's wife, Mary Healy, will probably work into the video series but, at the moment, she will be concerned with moving their effects to New York as Schwartz wants to do the entire 26 weeks east.

Apart from such innovations as Jay Blackton, a foremost Broadway musicopody maestro, probably batoning the show—the first time a name of his stature has been regularly engaged for TV—he will have 23 men as against the standard 13 or 14 musicians that the Milton Berle and Admiral utilized.

There will be a studio audience for comedy reflexes and applause but it will never be shown. Sketches from a long line of past Broadway legit musicals, by Howard Dietz, Corey Ford, Newman Levy, Moss Hart, J. P. McEvoy and others have already been cleared by Schwartz. Dietz will be the regular songsmith for fresh tunes with Schwartz. Sam Taylor will write the regular continuity. A director is now being negotiated. Half-hour package is probably There will be a studio audience

is now being negotiated.

Half-hour package is probably television's costliest to date, figuring \$20,000 weekly for talent and production, sans time. It starts off as an alternate half-hour but goes every week commencing Jan. 1 at which time "Inside USA" shifts from its Thursday at 8:30 stot to 9 p.m. In the meantime Ed Wynn holds down the Thursday at 9 slot, but he will do it vla kinescope from Hollywood. Wynn debuts the week after Schwartz, I.e. Oct. 6.

Oct. 6.

The idea of Jack Benny (Lucky Strike) doing the alternate half-hour TV shows on Thursdays to Schwartz's Chevrolet program is still an on-and-off proposition. Last

(Continued on page 41)

Kilpatrick Decides On 'Fight-to-Fight' Policy On TVing Outdoor Bouts

Un IVing Outdoor Bouts
White television, through its
forced absence, could not be
blamed for the thin gate pulled
by the Ezzard Charles-Gus Lesnevich fight last Wednesday night
(10) at Yankee Stadium, N. Y., the
International Boxing Club nonetheless has decided to ban video
also from its Ray Robinson-Steve
Belloise bout at the Stadium next
Wednesday (24). According to
Madison Sq. Garden Corp. prez.
Gen. John Reed Kilpatrick, TV
has not been ousted permanently
from outdoor championship events,
Rather, he said, "we will make our
decision from fight to fight." Garden co-stages the bouts with the
IBC.

TV broadcasters had looked on

decision from bight to night." Garden costages the bouts with the IBC.

TV broadcasters had looked on the Charles-Lesnevich fight as a test. If the fight failed to draw, they said, then it would be proved that TV, which had been banned, was not the culprit. But the fight promoters evidently figured otherwise. Bout grossed only \$75.832, considered extremely weak. Gen. Kilpatrick attributed the thin gate to "weather and other factors" and not to video, but the ban on TV in next week's bout still holds.

CBS, meanwhile, drew the assignment to carry the Robinson-Belloise bout on radio, marking the first time in years that it has covered a boxing match on AM. Coverage is part of its recently-signed pact with IBC and the Garden, under which it splits the outdoor championship fights with NBC. Ballantine's will sponsor the pick-up, along with regular Wednesday might bouts to be carried by CBS on both AM and TV. Gillette will sponsor its share of the outdoor fights on NBC-AM and the Friday night bouts on both NBC-AM and TV.

A COUPLE OF JOES
With Joe Rosenfield, Joe Bushkin,
Joan Barton, Tom Shirley
Producer: Allan Kent
Director: Bobby Doyle
55 Mins.; Frl., 10:05 p.m.
BIATZ
WIZ-TV, N. Y.

TELEVISION REVIEWS

(Kastor, Farrell, Chesley, Clifford) Here's a new and novel television show with enough of an original format to make it a promising future contender. On the

original format to make it a promising future contender. On the preem broadcast (12), though, the cast and crew got mired in what was probably the biggest melange of stunts yet attempted on TV. Result was 55 minutes of sporadic entertainment that was okay when it was working according to schedule but downright embarrassing at other times. Show could also be trimmed profitably to a half-hour.

Format basically is one of viewer participation, but with a number of new twists. Joe Rosenfield, alinight disk jockey on WOR-AM (N.Y.) and Joe Bushkin, jazz pianist, are the couple of Joes in question. With the help of vocalist Joan Barton, announcer Tom Shirley, and a soulful-eyed hound used for "atmosphere," they offer the usual run of prizes for stunts and correct questions. Initial show teed off with a modified scavenger hunt in which viewers were asked to bring in such articles as a burned-out light bulb or an 8-ball, and followed with contests such as having viewers try to stump the cast by plonning in songs. If none of the performers could sing or having viewers try to stump the cast by phoning in songs. If none of the performers could sing or play the tune, the viewer got a

of the performers could sing or play the tune, the viewer got a prize.

First guy to bring In one of the scavenger items got a polite brushoff before the cameras and was escorted to a seat to await his prize. Phone call idea was okay except that the songs, to be acceptable, must have been named in a recent list published by a trade magazine. Since many of those requested were not on the list, Rosenfeld would not even name them, which must have riled many viewers. Then, when Rosenfield attempted to phone a viewer on the outside to spring a "Joe-Pot" question, the lines were all tled up with the incoming calls. Seems nobody had thought to provide another phone extension. Interspersed with it all were some okay tunes by Bushkin and Miss Barton.

Rosenfield's personality projected well on TV but several times he started to throw radio cres to his director. And, while it was not his fault that the show failed to come off as planned, he was too obviously embarrassed with the snafus. Bushkin played and sang amilably and Miss Barton, while thrushing okay, showed a tendency towards over-mugging. Shirley, on tap to toss in the Blatz commercials, also took part in answering the phone calls. Hound, whimistically hamed J. P. Morgan, wanged his tail at the right times. Program, when it could, showed signs of TV intimacy. With its novel stunts and in view of the current give away fad, it could work out into a good package. It's obviously going to need considerable polishing, though.

RIDER OF DREAMS
With Karamu House Gilpin Players, Peggy Davenport, William Collins, Lloyd Gentry, Nolan

Producer: Thomas I. Ford Director: Gerald Marans 30 Mins., Mon., 10 p.m. WEWS, Cleveland

W.W.S. Cleveland
The Scripps Howard station first
television outlet in this area,
chalked up another first with the
presentation of Ridgely Torrence's
'Rider of Dreams," a story of Nepro followays

presentation of Ridgely Torrence's Rider of Dreams," a story of Negro folkways.

And to portray the story, the station called upon the Karamu House's Gilpin Players, an outstanding group of actors, who did a job worthy of network note. This was the first call made upon the Gilpin group and if Monday's presentation should call on them steadily. Peggy Davenport, as Lucy, carried her role of the conscientious, hard-working wife, well; Lloyd Gentry, as Madison, the dreaming husband, handled his portrawal with a fine touch. William Collins as the son, Booker, did much os parken the first scene. Notan Bell, as Uncle William, rounded out the cast. Makeup could have been lunproved, and there were instances of over-acting. Camerawise, the show lacked nothing, and scenery was well done. Mark.

Schenectady — WRGB made a special eight-hour daytime telecast Tuesday (16) from Adams, Mass. where a farm was to be transformed from its old layout into a modern soil conservation field system, as a feature of the Berkshire Farmers Field Day. Bill Givens supervised the telecast, picked up by WRGB's new eight-tone mobile transmitter.

snatching a tidbit from Compton; a flock of caged finches Indignant over being disturbed and a trio of cute puppies with that "take me with the puppies with that "take me dadits. Some improvement could be made in the dialog, which gets a little tiresome at times. But on the whole "Pet Shop" looks like a natural for a sponsor in the pet food line.

MARY KAY AND JOHNNY With Mary Kay Stearns, Johnny Stearns, Jack Davis; Jim Steven-

son, announcer.
Producer: Ernest Walling
Writer: J. Stearns, Bud Nye
Director: Joe Cavaliere
30 Mins., Thurs., 8:30 p.m.
Sustaining NBC, from N. Y.

"Mary Kay and Johnny," popular video domestic comedy, switched back from its quarter-

lar video domestic comedy, switched back from its quarter-hour setup to the original half-hour session it held last winter. In so doing, however, it has stretched its comedy a little thin, if Thursday's (11) opener is an indication. Whole airer was rather strained and obvious, to come off as vapid entertainment.

Session concerned an uncle of Mary and Johnny's, who was coming to New York to engage in a prizefight, and was going to use their apartment as headquarters because the "Y" was full up. Uncle Leland (played by Jack Davis) was a slightly overpowering gent, who insisted that Johnny live the austere life he did, sans smokes and drink, and even got Johnny and Mary to do road work with him in getting into condition. On paper this may have read like funny business; on video it was weak. Johnny's objection to Uncle's regimen occasioned one of the few good gags of the session, as when Johnny sald: "I'm run down and tired— and I want to stay that way."

But otherwise, It was pallid stuff, although Mary's (Mrs. Johnny Stearns) breathless manner and Johnny's offhand approach gave the lines the most they could get.

THROUGH KITCHEN WINDOW With Louise Winslow Producer: Charles Ranallo Director: Lucille Ryan 30 Mins., Tues.-Thurs., 2 p.m. EAST OHIO GAS CO. WNBK, Cleveland (Ketchum, MacLeod & Grove)

WNBK, Cleveland

(Ketchum, MacLeod & Grove)

WNBK makes its first regular mid-afternoon introduction with a well-turned-out 30-minutes of home economics under the guidance of Louise Winslow, formerly of New York. The entire demonstration is from a specially-built studio at the East Ohio Gas Co. and then brought to the station by means of a coaxial cable, a half-block long. Construction and preparation of the studio were reported to cost around \$100,000.

Miss Winslow's debut (9) marked a show that will attract attention. Opening performance was a neat stint, with Miss Winslow handling the commercials (gas company, stove and fixtures), as part of the overall 30-minutes, of programming. She tells her audience in advance that she's already prepared much of the basic work in ler program to be; the baking of a cake and preparation of ham-rolled asparagus. Her audience can write in for recipes.

Camera-work was excellent; two cameras bringing entire picture into play and showing fine bit of preparation. Stage sets, built under direction of WNBK's Jerry Gentile, is attractive. Arrangement of fixtures and lighting is a credit to Gas Co.'s enginers.

Mark.

PET SHOP With Gail and Gay Compton Writer: Gail Compton Producer: Lou Cowan Director: Don Meier 30 Mins., Thurs., 9 p.m. Sustaining WNBQ, Chicago

Sustaining
WNBQ, Chicago

This is a folksy series designed to appeal to pct owners and animal lovers. Theme is a pet shop complete with live specimens of fish, flesh and fowl, wherein proprietor Gail Compton shows how to take care of ailing pets; entertains a stream of visitors with pets; and picks an animal each week for a "heroism award."

Only other regular cast member is is eight-year-old daughter, Gay, who answers phone calls and performs stooge jobs around the shop. But neither Compton is a TV match for the animals appearing on the program. Such scene-stealers as wistful puppies, bored dogs and greedy monkeys dominate the entertainment angle of "Pet Shop."
There's not much continuity to the show, but it doesn't need much. Camera work is the most important part as the lens catches the weary expression of a dog being muzzled and bandaged; a monkey warily snatching a tidbit from Compton: a flock of cazed finches Indignant over being disturbed and a trio of cute puppies with that "take me loome, mister" look.

KUKLA, FRAN AND OLLIE
With Burr Tillstrom, Fran Allison
Producer: Beulah Zachary
Director: Lewis Gomavitz
Musical director: Jack Fascinato
30 Mins., Mon.-Fri., 6 p.m. (CDT)
RCA VICTOR
NBC-TV, from Chicago
(J. Watter Thompson)
Dum Tillstrom, with Fran Alli-

(J. Walter Thompson)

Burr Tillstrom, with Fran Allison, brought his collection of puppet characters back from vacation for their new stint for RCA Victor, this time screening over NBC-TV from WNBQ instead of their old stamping grounds, WBKB. The vacation did Kukla, Oille and their pals a lot of good, because the new series is sharper and funier than before.

Opening week's version used material picked up this summer, ranging from sea shells to whaling pageants. Dragon Oilie provided most of the laughs with his whimsical bedeviling of the rest of the cast.

Format remains unchanged. Till

strom manipulates the puppets from below with a timely sense of movement, while Miss Allson pro-

trom below with a timely sense of movement, while Miss Allison provides on-stage presence from her usual front-right position at an eye level with the characters.

KFO should retain its large audience of children and adults. In fact, judging from the first week, of programs, the show is more than ever an adult eye-catcher. Gags and situations are wholesome fun, and delivered with spontaneity, plus enough good sense to tickle an elder's funnybone.

Camera work on show is still at a high level, and catches the antics of Kukla, Ollie, Beulah Witch, Madame Ooglepuss, Fletcher Rabbit and Cecil Bill to good advantage. It's still the same KFO show, funnier than ever. Mart.

STOP! LOOK! LISTEN! STOP! LOOK: LISTEN!
With Bob Trout, moderator: Drs.
Morton E. Seidenfeld, Robert
J. Nevllle, Hart Van Riper
Producer-director: Tom Ward
15 Mins.; Sun. (14), 7:15 p. m.
Sustaining
NBC-TV, from N. Y.

The brainchild of NBC staff producer Tom Ward, this show emerged as a fine public service effort despite its lack of any of the accepted entertainment factors. In face of the current policepidemic and the resultant hysteria on the part of many parents, the program delved honestly into the symptoms and cure of the dread disease, holding interest if only because of its subject.

With the format consisting merely of a roundtable discussion among three medico directors of the National Foundation for Infantile Paralysis, it could have been presented just as effectively on AM. But Ward figured, and rightly so, that many televiewers might miss a radio discussion and thus the TV program was a necessity. Bob Trout, as moderator, fed the right questions to the three doctors and the answers, while they pulled no punches must have sity. Bob Trout, as moderator, fed the right questions to the three doctors and the answers, while they pulled no punches, must have done much to allay both the fears and misconceptions of the audi-

QUIZ-Q
With Bill Mulvey, Louise Woodruff, Guests
Director: Arnold Wilkes
CAPEHART DEALERS
WRGB-TV, Schenectady
New program rates praise for

Director: Arnold Wilkes
CAPEHART DEALERS
WRGB-TV, Schenectady
New program rates praise for ingenuity, but the format appears too ambitious or involved for a smooth 30-minute local telecast. It covers musical identifications—sung or played by live local artists—propounded to both studio contestants and home viewers, and the solution, by on-the-sceners, of a dramatic puzzler acted out. With plentitude of commercials, time segment is hardly sufficient. One mishap throws the running out of gcar—as happened at start of last stanza seen. Longer rehearsals are possibly the answer.

Murder mystery, neither a bad nor a brilliant piece of writing and acting, lost some punch when police inspector—played by David Kroman. of WGY—lacked time to explain where woman contestant coming closest to correct solution missed. Interview with 13-year-old youngster, here only a fortnight from Ifaly, was clipped after personable youngster did a plano accordeon solo, for studio tabbing, Final bit, featuring an except from "Samson and Delilah" by Dolores Harvey, 18-year-old Albany Negro with a promising voice, came off well. Audrey Ellis, who won a singing contest at WPTR, guested previous week.

Ennece Bill Mulvey, good-look—time inspectation and easy, reeled off a solid if overlong midway commercial. Louise Woodruff didn't have too much opportunity to show. Closeups were moderately cancer at least once.

Jaco.

Below-Belt Video

Television sank to pretty low depths Monday night (15) when, on the NBC-TV "Meet the Press" video show, Maj. Gen. Patrick J. Hurley and I. F. Stone. columnist for the New York Compass, engaged in a name-calling sluggest that practically broke up the stanza and left the panel participants and viewers with mouths

Hurley's crack at one point, calling on Stone to "go back to Jerusalem." was considered not only off-base but entirely uncalled for. What precipitated the Hurley remark was his inference that Stone had called him a crook.

The videocast, highlighted by a discussion of the recently-released White Paper on China, was punctuated throughout by rancor and bitterness, with Hurley lashing into Stone as a follower of the Red line and working for a Leftist sheet.

Things started humming in earnest when, at one point, Stone asked Hurley if he knew of any place where there were bigger crooks than in China.

Hurley: "You asked me if I ever saw any bigger crooks?" Stone: "That's what I asked you. Even in the oil fields of Texas or Oklahoma."

Stone: "That's what I asked you. Even in the oil fields of Texas or Oklahoma."
Hurley: "Okay, kld. Yesslr. . . You go back to Jerusalem; I'll go back to the oil fields. But If you don't want to fight, don't start it."

Tele Follow-Up Comment

Columnist Ed Sullivan returned as emcee on CBS-TV's "Toast of the Town" Sunday night (14) after a three-week vacation, headining a sporadic talent layout. During the last few months before he left, Sullivan had been gradually improving in his video work but, while he tried to break through with some comedy Sunday night, it failed to come off.

Talent lineup was marked by the fine work of Joe Laurel, a British pantomime comic, and the dull stint of film actor Sonny Tufts. Laurel, one of the freshest vaudeo acts this year, started moderately with an eccentrle dance but then socked across pantomimic impersonations of Chaplin and Laurel & Hardy. Tufts, brought up from the studio audience for an obviously-prepared skit, was practically tongue-tied. Despite his snafu of the act, the cameras were glued to him and Sullivan, while mestro Ray Bloch, only one of the three to elicit any laughs, was out of range. Hazel Scott displayed her piano virtuosity with a couple of numbers but her "Warsaw Concerto" played slightly overlong for TV. Hamilton Dancers, comprising two girls and a man, were good in some impressionistic terping and Grace Drysdale put her puppets capably through some standard routines. George DeWitt showed a pleasant comedy person ality in some standard for sullivand during the first woek of the latter's vacation, looked well when brought up from the audience for Sullivan's somewhat fulsome gratitude.

Interesting attempt to answer Variety's contention that TV is the static part of the story of the sullivan's somewhat fulsome gratitude.

the audience for Sullivan's somewhat fulsome gratitude.

Interesting attempt to answer VARIETY'S contention that TV is starved for cheesecake failed to pan out Saturday night (13) on "Four Star Showcase," hour-long vaudeo presentation on the N. Y. Daily News' WPIX. Answer was to have been given in a leg contest, in which model Lola Montez and announcer John Tillman measured the gams of a group of gals. But camera closeups of a single leg with the skirt hiked to the thigh made them look like an unexciting piece of beef, no matter how nice the leg actually was. It might have been cheesecake but it was certainly not presented palatably.

Cheesecake theme was carried throughout the show by WPIX program chief Warren Wade, who produced. VARIETY'S Page One, which carried the story last week, was blown up for a backdrop and all the femme acts were introduced as cheesecake specialists, although the way they were presented would not have scared even a Lindy's busboy. Best of the acts was Rusty Arden, who scored with some neat impersonations of w.k. gal singers. Gail Meredith sang a couple of tunes acceptably and Dorothy Wenzel and the Albertas handled the dancing chores okay. Norman Jensen, who has the regularly-scheduled "Mr. Magic" show on the station, impressed with his legerdemain and the Jerry Jerome orch backed the acts well. News' upcoming Harvest Moon Ball was plugged through appearances of three groups of contestants. Wade's production and direction by Clay Yurdin were good.

"Colgate Theatre" maintained its level of competence in staging "The

"Colgate Theatre" maintained its level of competence in staging "The Key in the Lock" Monday night (15). Play, written by Harold Goldman and adapted by Jack Bentkover, had a straightforward plot with a last-minute twist giving it a windup sock. Yarn involved a murder in which the lingenious assassin traps himself by a slight sellp of memory. Thesping was okay in in Europe.

Settings were neatly airanged.

Elliott Roosevelt is following in the latter day family tradition with his show business assignment as replacement for the vacationing Dick Kollmar. His father, the late president, was probably the No. 1 draw on radio for many years and his mother and sister constitute an important discussion team on ABC, In conjunction with his wife, actress Faye Emerson, Elliott Roosevelt does a passable job as co-conferencier. There are times when he kills the point of a story with a fluff, but generally he is acceptable.

At this early point in his show business career, Roosevelt has learned the show biz maxim "the show must go on." Earlier in the afternoon, he was bitten on the face by a spider. He was one of three casualties. Joey Faye had a swollen arm because of a penecillin allergy, and Eric Thorsen sang despite an infection in his vocal chords. Two medicos westanding by in the wings.

Despite these mishaps, show played comparatively well. Producer Martin Jones shifted the Faye's spot in the domestic skit to Jack Gilford, because of his inability to move around. Thorsen couldn't put his full power into his rendition, but came off well, although somewhat over-ballyed.

Major guest was Jackie Robinson, of the Brooklyn Dodgers, who was Intervlewed by a Negro ventrolloquist dummy. Candy Montgomery had a passable voice, dressed up with excellent lighting, and Margo Wade did well in her tap stint.

Conrad Thibaut, now permanent emece on Jacques Fray's "Music Room," provides considerable dressing to this show. The essential charm of this layout has been retained while drive has been increased. "Music Room" has under

retained while drive has been increased. "Music Room" has undergone a slight change of format so that program plays like a concert varleties. Talent is still culled from classical ranks while tunes and terps are aimed at the Red Seal crowd.

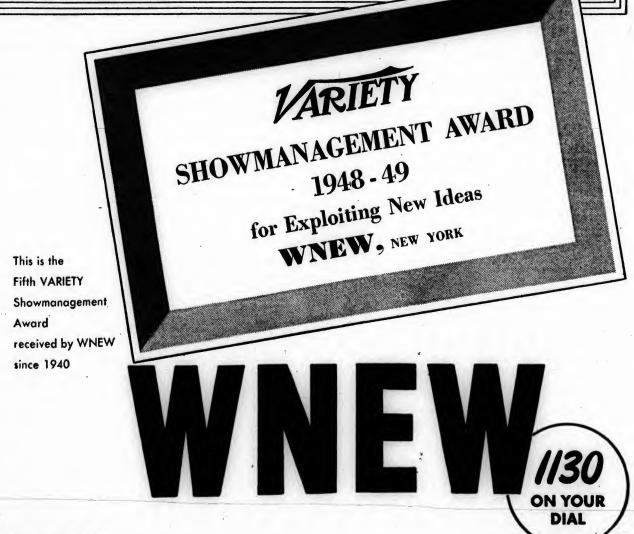
Initial program under the new some excellent talent. Ann Ayars registered with the Musetta aria from La Boheme. Fredell Lack showed some fiddle virtuosity with a Smetana piece and a pair of dance teams, Nicolai, Paul of dance teams, Nicolai, Paul of and Powell & Walker, did some tasty terps in the classical tradition.

tion. "Music Room" is a diverting in-terlude being a vande show with a longhair twist. Show eaters to a type viewer that gets little from video these days.

ABC-TV's Exclusive On FitzPatrick Travelogs

ABC television has pacted for exclusive video rights to James A. FltzPatrick travelogs, with a 13-

"TIME magazine, not especially noted for patting backs, . . comment[ed] that 'in prestige, programming and income WNEW is the Number One independent in the United States.' VARIETY. . agree[s], and add[s] a hearty slap on the back."



Represented by John Blair & Co.

Sustaining ABC, from Hollywood

This tribute to Ethel Barrymore on her 70th birthday was an impressive broadcast, chiefly because

on her 70th birthday was an impressive broadcast, chiefly because the sentiment was generally kept within bounds. Perhaps only a Barrymore could have brought so many celebrated names to the roster. At any rate, only a few top stars and personalities were missing—undoubtedly because they could not be reached in time. Several things were notable about the 25-minute ceremony. As always, the professionals were more effective than the prominent nonpros. One of the most moving parts of varied lineup was when a seemingly endless array of stars spoke their names as "signers" of a "birthday card" to the actress. This device, first used so adroitly in the FDR election-eve broadcasts, was more moving than the somewhat emotional, longer statements of the participants.

The clincher to the whole affair, of course, was the personal, rather private exchange of greetings between the members of the Barrymore family—three generations of them. Besides brother Lionel, there were sons Samuel Colt, John Barrymore Colt, Maughter Ethel Barrymore Colt Miglietta and grandson John Drew Miglietta.

Miss Barrymore, understandably touched, directly addressed her

grandson and the President, then said, "I'm afraid there is not time enough left in my life for me to thank you enough for this overwhelming tribute. It's far more than I deserve, but, believe me, it's not more than I can take to my heart."

The tape-recorded program, which was still being put together up to air time, was made wherever the participating names could be located. Somerset Maugham, for instance, recorded his two spots in southern France, while others were made and sent from New York, Washington and various parts of the U.S. and England. Besides those listed in the credits above, there were several dozen top great and near-great "signers" of the "birth-day card." As president of the Academy of Motion Picture Arts and Sciences, which presented the tribute, Charles Brackett presided.

Hobe.

SPORTS HIGHLIGHTS
With George Miller
15 Mins., Mon.-thru-Sat., 6:15 p.m.
Sustaining
WPTR, Albany

George Miller, who teamed on this program over WGY for two years and for a year on WPTR, is now singling. He is a capable now singling. He is a cupul-sportscaster, with a smooth format, but like others hereabouts, relies commentary seems to be offered, It's questionable, too, whether he

It's questionable, too, whether he isn't over-stressing racing, flat and harness. Even the treatment of the turf is not individualized on "Highlights"; it's chiefly a report of winners, odds and favorites. Baseball on show is covered too briefly.
Miller divides his program into "columns," each introduced by an announcer. He possesses a fairly resonant voice, and features a staccato delivery, occasionally too fast and driving but basically good. Manner is alert; reading is sure; knowledge of sports, adequate.

Jaco.

Sustaining
WFDR-FM, N. Y.

From a trade news viewpoint, this interview with a trio of German broadcasters contained several items of interest. From a listener viewpoint, however, this show missed an opportunity to probe into modern Germany and lacked general appeal. Participating on the show were Hanns-Peter Herz. news editor of RIAS (Radio In American Sector); Erich Oder, RIAS production manager, and Heinrich Wederman of Radio Stuttgart.

The number of radio stations on the air in Germany and the number of hours each is on the air seemed to be of more importance than the type and content of German programming in this interview. On the basis of this interview. On the basis of this interview, who how would have known that Germany came through the experience of nazism and defeat. One of the Germans mentioned that political satire was a popular form of airer in the Reich but there was no amplification. Also too lightly touched upon was the eastwest conflict for control of the German airlanes.

SINGING STORY TIME

SINGING STORY TIME With Vicki Stevens Director: Jim Ramsey Writer: Robert Lewis 15 Mins., Mon.-thru-Fri., 4:45 p. m.

Writer: RODET LEWIS
15 MINS., Mon-thru-Fri., 4:45 p. m.
Sustaining'
WGN. Chicazo
Vicki Stevens aims at the three
to eight year old age group in this
series based on the Kellogg Singing Lady technique. Format use
animal stories set to music, and
features the playing of a children's
record daily.
Miss Stevens employs a sweet,
natural voice in a lilting tempo,
and tells her stories with animation that should appeal to moppets. Timely musical interpretation by a staff pianist helps to keep
a lively pace. Program should put
its pint-sized listeners in an agreeable supper mood.

Mart.

Inside Stuff—Radio

Six dramatic radio shows, starring Norman Rose as narrator, to be released in September by Hadassah, the Women's Zionist Organization of America, will highlight the organization's program of activities in

Israel.

Authors of individual scripts include Milton Robertson, Theodore Ward, Ernest Kinoy, Carl Green, and Florine Robinson, who supervised the production for Hadassah. Actors and actresses starring in the series include Donald Buka, Adelaide Klein, Mary Patten, Butch Cavell, Stephan Schnabel, Joe DeSantis and others. Jack Kuney, NBC producer, is directing the shows.

Martin Block is due for a heavy tape-recording schedule in September. On Aug. 27, Block will head for Los Angeles to record eight weeks of advance shows for the "Chesterfield Supper Club" with Perry Como and Hollywood guest stars. Shows are being taped to clear the way for the one-hour Chesterfield show to preem on TV this fall. While on the Coast, he'll also tape his two-a-day "Make Believe Ballroom" stint on WNEW (N. Y.) in addition to the weekly "International Make-Believe Ballroom" for the "Voice of America" program. Block's son, Gene, who produces his shows, is going along.

Circling the Kilocycles

San Antonio — Charles Belfi, commercial manager of KYFM, has been elected to the post of commander of the Adkins Lenoir Post 565 of the American Legion for the coming year. He replaces Lynn Krueger, manager of the Majestic theatre.

Rapid City, S. D.—Rushmore Mutual Life has signed a four-year contract to sponsor Frederic W. Ziv's "Wayne King Show" on

Cleveland—After sponsoring two 10-minute newscasts and two five-minute newscasts for over 10 years over WTAM, Sohio announced cancellation of the two five-minute shows at noon and 11 p.m.

San Antonio—Alec Chesser, program director for KITE has been named Radio Director for the forthcoming Community Chest forthcoming Community in San Antonio.

Detroit—The 70-voice chorus and vocal groups of WJR's "Make Way for Youth" program originating in Detroit and fed to the CBS network, returns to the air after a brief summer hiatus Saturday (20). Chorus is composed of Detroit teenagers from a score of local high schools. Lending professional support is the 24-piece WJR orchestra conducted by Paul LaVoie.

Manchester, N. H.—Edward F. Fitzgerald, commentator and conductor of the "Uncle Eddie" program on WMUR, has announced his candidacy for the Republican nomination for mayor of Manchester. He is a Navy veteran and prominent in ex-service men's organizations.

Kansas City — Eddie Edwards, producer for the Midland Broadcasting Co. celebrated his 20th year with the company last Friday (12). He began as a blackface comedian and character actor, later becoming the popular "George Washington White" on the Brush Creek Follies. He's been producer of the Follies for a number of years now.

Des Moines—The second annual KRNT-Cubs baseball tryout camp and school got a statewide enrollment of 1,200 for the biggest collective showing of amateur baseballers of the year. Through cosponsorship of KRNT and the Chicago Cubs, a nine-day camp conducted the free training and tryout sessions daily for three age divisions—9-12; 13-15 and 16-21.

Louisville—J. MacWynn, sales director of WHAS, has been appointed advertising director of the Atlanta Journal. Wynn will assume his post in Atlanta, Aug. 22. Until a successor to Wynn is named, Rodney Will of the WHAS sales department will supervise sales operations. sales departme sales operations.

San Antonio—"Georgie Young's Nite Owl Record Session" has made its debut here over KONO under the sponsorship of the Alamo Piano Co., and is heard each Saturday night at midnight. Miss Young is manager of the record department of the piano company.

Chicago—WLS has signed Negro baritone Pruth McFarlin for month series on "Little Brown Church" show each Sunday. McFarlin is a polio victim who's been making appearances at local music festi-vals.

FM Assn. Blasts Radio Set Mfrs.

Washington, Aug. 16.e Refusal of manufacturers to build a variety of good FM sets for markets in which the medium provides the only satisfactory broadcast service was characterized

broadcast service was characterized last week by the FM Assn. as a "public-be-damped" attitude.

In a "call to arms" issued to FM broadcasters to awaken interest of manufacturers to produce sets, Edward L. Sellers, FMA executive director, charged that receiver factories failed to carry out commitments to turn out sets as far back as 1947. For that year, he said, the Radio Manufacturers Assn. estimated FM set output would total 2,000,000 and requested FMA to drop a campaign with the slogan "Don't Buy a Radio Without FM."

The manufacturers, said Sellers,

FM."

The manufacturers, said Sellers, fell short of their 1947 schedule by nearly 50%. "The excuse given then—that there wasn't time to manufacture FM sets on a mass production basis and that there was no market — wouldn't hold water now," he added. FM is now available to more than 100,000,000 neonle in 450 cities and in some

available to more than 100,000,000
people in 450 cities and in some
areas exclusively, he said.
Sellers posed the Jackpot question: Why have manufacturers
refused to build a variety of good
FM sets in quantity to supply these
areas? "It can't be anything but
a 'public be damned' attitude by
some of the manufacturers," he
said, "when our study indicates
that there are vast areas of the
United States in which there is

(Continued on page 40)

(Continued on page 40)

MPLS. FUND SHOW GETS 10 AIRINGS SAME DAY

Minneapolis, Aug. 16.

Minneapolis, Aug. 16.

Saturation in broadcasting a fund-bid program was achieved with a vengence here Thursday (11) when 10 local radio stations broadcast same half-hour show at different times from 5 to 11 p.m.

Show was "Hold High The Torch," produced by University of Minnesota radio guild for Minnesota American Legion, which is campaigning for funds to battle heart disease. In addition, transcription also

heart disease.

In addition, transcription also went to some 25 outstate stations. Disk was cut at WCCO after live program was first presented at state Legion convention.



"On an Island with You" Mgt.: LOU CLAYTON

WHY MAKE IT DIFFICULT WHEN YOU CAN MAKE IT IMPOSSIBLE?

Is typical of many TV operations. Hire a man with top show credits in TV-Radio and Theater. Expert craftsmanship guaranteed. Complete job from program analysis to gilt-edged lap dissolves.

Let's Get Together . . . CO. 5-0905

A Dummy Becomes a KRNT Personality and Wins the

I'm a dummy, I am . . . man-sized one at that. I cross streets against the lights .. don't pay no attention to nothin' ... break all the traffic rules in the book. But just because of me the kids all over town yell "Hey Bob!" (Hey, Be on the Beam!) when they see some guy break a safety rule.

Me and Bill Riley (He's a live guy, great with the kids, too) make a game of safety. We teach it the sugar-coated way -FUN! We put on a fun-session broadcast every Saturday. Our Des Moines Safety Legion membership tops 10,000

VARIETY Magazine said I got "responsibility to youth" and gave KRNT the Showmanagement plaque award because of my doings. Sure made me proudl But shucks — I sorter felt all along I had responsibility. All us KRNT per-sonalities got responsibility to everybody, and because of that this station has won six national awards in four years.

Us KRNT Personalities have to know showmanship and selling . . . don't make no difference whether it's selling public service or merchandise. Guess that's why everyone knows KRNT as "The Station With the Fabulous Personalities and the Astronomical Hoopers.'

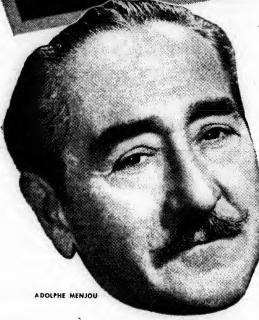


Ask a Katz Man to Tell You the Extraordinary Story of KRNT, the Register and Tribune Station in Des Moines . . . With Its Tremendous Selling Power at Lowest - Cost - Per - Listener. First For Fall — BUY KRNT!

BE THE FIRST TO GET THE STORY OF ZIV'S NEW, SMASH-HIT, /4-HOUR SHOW!*

*SENSATIONAL SELLING PERFORMANCE!

> *AMAZINGLY **LOW** PRICED







VERREE TEASDALE MENJOU

HIGHER HOOPERS!

"MEET THE MENJOUS

"MENJOU" NAME IS OPEN SESAME TO BIGGER AUDIENCES AT LOWER COST!

The combination of the increasingly popular The combination of the increasingly popular "Meet The Menjous" programming technique, plus the terrific nation-wide acceptance for the big, box-office "Menjou" name accounts for the instant success of this sensational program! Listeners are impressed with the glamour and magic of Adolphe Menjou and Verree Teastale Menjou—regard them as America's most happily married Hollywood couple—consistently tune in to them because they represent today's most vital and charming sounding board of American folk, fact, and fancy,

IT'S THE SENSATIONALLY SUCCESS-FUL ANSWER TO YOUR DEMAND FOR A HARDER-SELLING PROGRAM!

Here's today's most refreshing, most informal, most informative show! Here's today's new listening habit—"Meet The Menjous." It's paying off for sponsors with bigger audiences, faster sales, greater profits—at lower cost! That the public prefers the new and exciting "Meet The Menjous" technique is evidenced by the instant and sensational success of this powerpacked program wherever it is running!

There's magic in the MENJOU name-sales magic that enables your sponsors to capitalize on their fame. The readily-recognized Menjou on their tame. The readily-recognized Menjour faces – publicized by powerful promotion on hundreds of great Hollywood movies –lend themselves perfectly to hard-selling, localized campaigns that are hitting the jackpot for result-minded sponsors!

Radio's Most Entertaining Quarter-Hour Show ... AT A SURPRISINGLY

LOW PRICE!

COMMERCIALS ON EVERY PROGRAM!

PROGRAMS

EVERY WEEK!



NEW YORK TIMES

"Easily among...the most enjoyable items on the day-time schedule!"

VARIETY MAGAZINE

"A breath of fresh air to jaded . . . listeners!'

N. Y. DAILY MIRROR

"Radio's answer to the challenge of daytime television!

N. Y. HERALD TRIBUNE

"Conversation has been given a shot of unexpected adrenalin!"

THE CRITICS ARE UNANIMOUS

TAILORED TO SUIT REQUIREMENTS OF:

- DEPARTMENT STORES DRUG CHAINS
- GROCERY CHAINS
- STATIONS AND MANY MORE!







Schwerin's Tele Testing System To Be Unveiled for Trade Tomorrow

of television audience measurement will be unveiled for the trade tomorrow (Thursday) by researcher Horace Schwerin and NBC. Based on both on-the-air "home tests" and supplementary studio testing, the system is claimed to give prospective sponsors a method to test program ideas in advance and current sponsors a way of testing effectiveness was altereded by "C" program of the program of

sors a method to test program ideas in advance and current sponsors a way of testing effectiveness of their shows and commercials. Schwerin is to announce plans for use of his system by NBC and a group of national advertisers. NBC will utilize the testing initially next Wednesday night (24) on its "Believe It or Not" sustainer, in which 2,000 setowners in the N. Y. area will mark ballots distributed to them in advance. This test necessitates the super-imposition of small numbers on the picture, which will correspond with numbers on the ballot to cue the viewers. Through a split-signal system worked out by NBC engineers, the numbers will be seen by N. Y. viewers only, despite the show's being networked.

Studio tests will comprise voting by 300 viewers on a kinescope print of the show. Schwerin will also reveal at the time his find-

Ing by 300 viewers on a kinescope print of the show. Schwerin will also reveal at the time his findlings on characteristics of a tele audience, which reportedly show the lack of any so-called novelty factor, differences between setowners and non-setowners and screen size.

UNDER WAY IN S. AFRICA

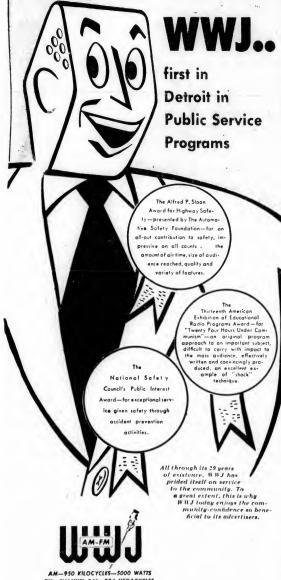
cuss coning commercial radio programs in South Africa was held in Johannesburg yesterday (8), and was attended by "C" program managers from Johannesburg, Cape Town and Durban, under chairmanship of Gideon Roos, director general of South Africa Broadcasting Corp.

Date of commencement of the commercials hasn't yet been fixed. Roos reported, as this was dependent on the arrival of necessary equipment which had been ordered last year. A big obstacle was the staff shortage, and the obtaining of additional personnel for all departments was being attended to.

Roos pointed out that the commercial network wouldn't be a separate organization, but an integral part of the whole SABC. Its staff would pool their activities with the staff at present working on the "A" and "B" programs.

The search for programs and talent is going on. It is admitted that the high standard of broadcasts from Lourenco Marques has sold the ldea of commercial radio to a large number of prospective sponsors, provided the right pro-

to a large number of prospective sponsors, provided the right pro-grams can be found for them.



Basic NBC Affiliate

FIRST IN DETROIT ... Owned and Operated by THE DETROIT NEWS Notional Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station W W J · TV

Gilbert's Interviews

Gilbert's Interviews

Dick Gilbert, KTYL (Phoenix)
disk jockey, flies west today (17)
after a hectic 10-day stay at the
Waldorf during which he taperecorded more than 40 interviews
with platter personalities for use
on his daily 12-3 p.m. pancake parade. Among those interviewed by
Gilbert are Xavier Cugat, Perry
Como, Evelyn Knight, Frankle
Laine, Vaughn Monroe, Bill Lawrence, Freddy Martin, Jerry
Wayne and Tex Beneke.
Highlight of Gilbert's eastern
visit was a 10-minute private talk
with President Truman in the
White House last Thursday (11),
during which he invited the President to be guest of honor at the
Jaycee's (Junior Chamber of Commerce) 18th Annual World's
Championship Rodeo in Phoenix
next April. The President said
he'd like that.

Sheaffer Pen's **Sports Package**

"This Week in Sports," weekly 15-minute film roundup of the nation's top sports events packaged by Telenews-INS, has been sold to Sheaffer Pens. Series tees off Sept. 21 on a nine-station basic network out of N. Y. with highlights of the week's college and professional football games. Agency on the account is W. Biggle Levin.

Besides N. Y., the show will be seen in Boston. Philadelphia, Washington, Baltimore, Buffalo, Cleveland, Detroit and Chicago, with additional markets available to the sponsor during the tenure of the contract. Reel is also being offered to open station markets for

the contract. Reel is also being of-fered to open station markets for local sales, with some 20 of them already committing themselves for the show. Reel is completely volced and scored. Telenews-INS this week also set

Telenews-INS this week also set several more contracts for its daily and weekly newsreel, which is now in more than 30 TV market areas. KSD-TV, St. Louis, is taking the daily reel and WBEN-TV, Buffalo, has pacted with the Manufacturers and Traders Trust Co. for the weekly edition. WMBR-TV, Jacksonville, which goes on the air this month, will run both the daily and weekly editions.

Color Demonstrations Due Today in D.C. as CBS Airs Hosp Operations

Washington, Aug. 16. The stage is set for CBS color demonstrations here tomorrow (Wed) at which FCC'ers and demonstrations (Wed) at which FCC'ers and other prominent Washingtonlans are to observe colorcasts of surgi-cal operations from Johns Hopkins hospital In Baltimore. Special re-ceivers are to be installed at the District National Guard Armory. Arrangements are being handled by Smith, Kline & French Labs., pharmaceutical manufacturers.

pharmaceutical manufacturers.
The tests are being conducted
by WMAR-TV in Baitimore, with
WMAL-TV in Washington, which
will pick up the broadcasts, cooperating. If successful, permission will be sought for similar
demonstrations here in December
at meetings of the American Medical Assn.

at meetings of the American Medical Assn.

The demonstrations will continue for three days during periods when the stations are not on regular schedule. The data will be considered at Commission hearings beginning Sept. 26 to receive color proposals.

Gunther's Balto. Show

Gunther S Ballo. Snow

Baltimore, Aug. 16.
Gunther Brewing Co. bowed into video yesterday (Mon.) with a 60-minute across-the-board sports show on WAAM-TV with Nick Campofreda, former proventing in September, the show will also be piped to WTTG-TV in Washington.

Hour show features racing and baseball results together with interviews with top sports celeis, Ezzard Charles, NBA boxing champ, guested on the preem. Ruthrauff & Ryan is the agency.

Columbus—Robert D. Thomas, national sales chief for WBNS since 1939, resigned last, week to take over as sales manager of WBNS-TV. Columbus Dispatch station, due on the air here Oct. 1.

Inside Television

"Howdy Doody," NBC-TV's puppet star, will be given a mass promotion campaign during the next few months to ballyhoo both the show and new tie-in merchandise slated to hit the market in time for Christmas. Campaign is being worked out jointly by NBC and Martin Stone Associates, which controls the H-D package. Characters from the show will do a triple Thanksgiving Day parade spread, being featured in the Macy's procession in N. Y., Bamberger's in Newark and Gimbel's in Philadelphia. In addition, the puppet character itself will make a personal appearance tour of Boston, Buffalo, Baltimore, Washington a personal appearance tour of Boston, Buffalo, Baltimore, Washington and St. Louis, in which Stone and NBC plan to repeat the split-screen technique used last spring to promote H-D in Chicago. Emcee Bob Smith, under the system, will be seen on one-half the screen from N. Y., while Howdy will take over the other half from another city. First 15 minutes of the half-hour, across-the-board show are still open for sponsorship but Stone is confident they'll be sold out by fall, Among the new items slated for merchandising are wrist watches, comic books, record albums, musical chairs, etc.

Two video shows this past week focused audience attention on the lead story in the Wednesday (10) issue of Variety. Yarn, citing the shortage of cheesecake on TV, was the Impetus for Robert Q. Lewis giving television viewers a gander at his gams. Substituting for Arthur Godfrey on the "Arthur Godfrey and Friends" show over CBS-TV last Wednesday (10), Lewis had the cameras spotlight the Page One story, while he rolied up his paints to provide the audience with some leg art. "Four Star Showcase," for its broadcast over WPIX Saturday (13), used the front page yarn as the backdrop for its entire show. Program followed a varlety format, but interjected additional glamour via a leg contest, which brought into view a galaxy of undraped stems. Further response to the story was evidenced by Dwight Deere Wiman's proposal to use a line of six lookers in his 'tele adaptation of the "Little Show" revues, set for CBS-TV this fall. Topper, however, was Eagie Lion's foilowup of the yarn. Company, unable to resist the tie-in possibilities, sent Variety an edible cheesecake from Lindy's. An attached photo of EL starlet, Barbara Payton, also in the cheesecake groove, accompanied the delicacy.

R&H Beer has come up with one of the most unusual commercials on television in its bankrolling of the Monday night boxing matches from Coney Island's Velodrome via the N. Y. Daily News' WPIX. Brewery for some time has used one of ad Impresario Douglas Leight bilimps to fly over the netropolitan N. Y. area advertising its product. On Monday nights the bilmp hovers over the Velodrome. Whenever a plug is to be inserted into the tele show, the camera, equipped with a telephoto lens, has only to pan up to the bilmp to pick up the beer's ad message on a moving electric tape, while announcer Jack McCarthy talks about the product. One of the best factors of the plug is that it costs the sponsor no additional money—not even a silde has to be prepared. Message can be seen clearly on video screens.

Brandt theatre circuit in N. Y. has tied in with the Scheck-Dahlman package agency for a new series of television shows titled "Telefinds," which preems Sept. 5 on WCBS-TV (N. Y.) in the 11 to 11:30 p.m. period. Winners of amateur contests staged in various Brandt nabe houses are to be spotlighted on the program before talent agents and bookers and will thus have a chance to sign with them. Series, which is to be aired initially in N. Y. only, will be sponsored by Winston Television on a 26-week deal. Albert Black is to be associated with the package outfit in the production. Agency for Winston is Sternfeid-Godley.

Talent costs on Frank Veloz' weekly television program over KNBH on the Coast are being handled by the dancer. Veloz hands out personal checks each week to a six-piece orch plus any guests he may spot on show. KNBH, meanwhile, supplies only the production know-how, technicians, backdrops and schedule time for beamer. Setup is simple. KNBH wanted the Veloz type program for summer scheduling but couldn't afford the tab. Hence an arrangement was worked out whereby station would open up the time and Veloz would handle all talent costs pending sale of show by NBC outlet.

Chas. Glett Shaking Up Things at L.A.'s KTSL

Things at L.A.'s KTSL

Hollywood, Aug. 16.
Charles Glett, who took over veepee post In charge of television for Don Lee 10 weeks ago, has begun putting Into effect his reorganizational plans for KTSL. Glett has effected a change in station's lighting and backdrops and will instigate a staff reorganization within the next month.

Glett has brought motion picture lighting to the Don Lee outlet making the station the second in the country to do away with flat lighting. KLAC-TV has been using motion picture technique since it went on the air 11 months ago. Outlet is also putting into use "live" sets, utilizing real tree and grass in place of painted backdrops. Ultimate result will be the realization of depth in the video image in place of the flatness obtained from painted backdrops and overhead light banks.

Philco's New TV Plant

Sandusky, O., Aug. 16.
Philco Corp. has opened a new \$1.500,000 plant in Sandusky, devoted exclusively to the manufacture of television sets, bringing the

weekly production capacity of the firm to 18,500 units. In dollars, this will represent about three times the money value of the 50,000 radio sets per week which Phileo is producting.

Boston—Coverage of the National Tennis Doubles Tournament, at Longwood Cricket Club, Brookline, will be carried by Hub's ABC station WCOP. Northeastern Distributors, Inc. will pick up the tab to plug their Zenith-FM radios. Broadcasts skedded for Aug. 20 and 21.

'Fatima's' New Format

"Tales of Fatima" on CBS is getting a change in format start-ing Aug. 27, with Basil Rathbone bowing out as the star of the week-ly Saturday night series. Instead, ly Saturday night series. Instead Rathbone will be heard as emcee

only. Revised format will spotlight top pix personalities, with John Garfield inked in for the klekoff.



Arg. Radio Still In Gov't Grip

Montevideo, Aug. 9. Although the Assn. of Argentine Broadcasters has officially denied that any censorship trouble has arisen in Buenos Aires over broadcasts to the U. S. by North Amerieasts to the U. S. by North American correspondents stationed in Argentina, it is a widely known fact that facilities for such broadcasts have not been forthcoming with the same ease as before Argentina that the same case as before Argentina transmissions over the Argentina that was the same of the Argentina that was channels. tine shortwave channels.

The Broadcasters Assn., however,

The Broadcasters Assn., however, also made a statement to the effect that the networks in Argentina are run by free commercial enterprise and are not under state control. This statement has caused considerable eyebrow-raising in Latin-America, as it is only too well known that the entire Argentine network system is controlled, if not owned, by people very close to the government.

Anyone tuning in on the Argen-

owner, by perceived as perceived as being government.

Anyone tuning in on the Argentine state radio outlet, LRA, which is the only one officially recognized as being government-owned, can get a load of the form censorship takes in Argentina. Throughout the past fortnight the airer has been broadcasting every 20 minutes charges against the biggest of Argentina's daily newspapers, La Prensa, accusing the paper's owners of being in foreign pay and tied to the "capitalists of Wall Street."

La Prensa and La Nacion are practically the two only independent La Prensa and La Nacion are practically the two only independent dallies left in Buenos Aires and do not hesitate to say in what way they are in disagreement with government policies. If these two papers have been allowed to continue in existence, it is only because their prestige throughout the world is so great that their disappearance would cause too much of a stir among United Nations circles.

Advertisers Bullied

Advertisers Bullied
Currently at this time of the year large-scale advertisers in Buenos Aires start settling up their budgets for the next year and booking time for their programs on the major networks. Some of these advertisers are now discovering that the only way in which they will be able to get time is to switch their accounts—for all advertising purposes—to a recently formed local agency, which has an inside track at Government House and is therefore believed to be part-owned by members of the various Secretariats. If any advertiser refused to hire the ayency in question, it could lead to some unpleasant developments when exchange permits are needed for imports of raw materials, or other similar contacts with burpeurexy. rials, or other similar contacts with

rials, or other similar contacts with bureaucracy.

That there is good coin to be made in the publishing and advertising biz in Argentina in these inflationary times is shown by the fact that the Editorial Haynes group, which changed hands in November of last year, and is now owned by a company of which Senora de Peron is a member, had a turnover during the past financial year of nearly \$2,000,000 (U.S.), almost double that of last year. The Haynes getup included Argentina's major commercial network, Radio Mundo.

The Redermes and is not because the similar commercial network, Radio Mundo.

Mundo.

Mundo.

The Belgrano radio network, which is now installed in the basement floors of the deluxe Alvear Palace hotel in Buenos Aires, teed off this week (7) with film exhibitions in its 800-seat auditorium. The Belgrano auditorium is used for audience participation broadcasts, pix and vaudeville, giving the web's talent a chance to try out in personal appearances.

Ovaltine's 9th Time Around

Ovaltine's 9th Time Around
Chicago, Aug. 16.
Ovaltine has inked a renewal of
Mutual's "Captain Midnight" for
the ninth consecutive year, starting
Sept. 20, when the kid thriller will
double its time period to 30 minutes for airing over 160 MBS outlets.
Chi-originated package with Ed
Prentiss and Angelyn Orr is handled by Hill-Blackett agency for
Wander Co., Chi.

Minneapolis—Corinne Jordan in piano-and-song program has returned to KSTP for ninth season with same sponsor, broadcasting at 10:15 p.m. Sundays for 15 minutes. Since sponsor is mattress company. Miss Jordan keeps her stuff quiet and dreamy.

"A Job Well Done"

ARIFTY WARD

WS COVERAGE LEADERS

1948-1949

Quotation from VARIETY July 27

"WCPO has not lost its news coverage leadership in the last 12 years. Nor, you can be sure, has it lost its audience. or the respect and continued inquiries from the stations who want to do likewise."

Affiliated with the CINCINNATI POST



Scripps-Howard

TELECASTING 11 HOURS

sorship of the "Morey Amsterdam on the DuMont web for another 13 weeks, with the half-hour program continuing in the Thursday nights at 9 slot. Agency is Bu-

WABD, key outlet of the DuMont network, repacted for 13 weeks Chevrolet Dealers' thrice-weekly Chevrolet Dealers' thrice-weekly spots through Campbell-Ewald. Station this week also signed with Procter & Gambble, through Benton & Bowles, for a once-weekly minute spot on a 52-week basis, and with Inkograph Co. for two one-minute spots weekly. Agency for the latter account is S. R. Leon.

S. R. Leon.

Two new advertisers signed for a series of spots this week on the N. Y. Daily News' WPIX. TWA, through BBD&O, signed a 13-week deal for twice-weekly announcements, and Weston Biscuit Co. through Calkins & Holden, pacted for a weekly 20-second plug. Chevrolet Dealers also renewed its spot contract for an additional 13 weeks on WPIX.

WAAM, Baltimore 17.

ing Nov. 7, the firm will sponsor eight film announcements weekly.

eight film announcements weekly. WXYZ-TV, Detroit, which has telecast State Fairgrounds racing all summer, has jumped—with the closing of the Fairgrounds—to Detroit's new Hazel Park. Sponsors are the Automobile Dealers Assn. Races will be telecast twice weekly, Wednesday and Saturday. Business placed through William Loveless agency.

E & B Brewing Co. of Detroit has renewed sponsorship of wrestling matches telecast by WXYZ-TV. Contract runs 13 weeks. Business placed through W. B. Doner & Co.

ments, and Weston Biscuit Co. through Calkins & Holden, pacted for a weekly 20-second plug. Chevrolet Dealers also renewed its spot contract for an additional 13 weeks on WPIX.

WAAM, Baltimore indie station, signed with three new spot advertisers, including Weston Biscuit, Consolidated Gas, Electric Light & Power Co., and the Baltimore Chevrolet Dealers.

Selection of choice one-minute film spots on WFIL-TV, Philly, features a new campaign by Kaiser-Frazer Corp. to boost sales of its new "Traveler." For 13 weeks, end-

"SIR THOMAS BEECHAM **TURNS THE TABLES!"**

The Number 1 Personality In the World of Music Jockies the Disks! . . .

in a SERIES of TRANSCRIBED PROGRAMS . . .

Each a Brilliant Hour

Witty Talk and Fine Music

RECORDED BY THE WORLD'S OUTSTANDING **ORCHESTRAS**

and Personally Selected by Sir Thomas for This Series

Informal Anecdotes

Guest Stars

Informative Commentary | Outstanding Figures of Behind the Scenes Stories Music, Theatre and Screen

"SIR THOMAS BEECHAM TURNS THE TABLES!"

A Prestige Package That Sells Your Audience . . .

A FRESH, NOVEL IDEA IN MUSIC PROGRAMMING!

26 Weeks' Series With Option for Further 26

Playing Time: 55 Minutes with Standard Allowance for Commercials

AVAILABLE TO YOUR STATION FOR COMMERCIAL SPONSORSHIP

Write for Further Information

TOWERS of LONDON, Ltd.

Oliver W. Nicoll National Director for the U.S. 37 West 46 Street New York City 19 LUxemburg 2-5130

In the New York City area program will be sponsored exclusively on WQXR and WQXR-FM beginning this fall.

Dept. of Commerce

Continued from page 32

York outnumbers the radio sets tuned to certain of the major radio stations.

radio stations.

"It must be kept in mind," said the report, "that television's combination of moving pictures, sound and immediacy produces an impact that extends television as an advertising medium into the realm of personal sales solicitation. Television with its power of demonstration and persuasion carries the selling process far closer to ultimate completition than does any other medium. Television makes the home the location of the point-of-sale presentation and reduces follow-up personal selling to a minimum."

minimum."

Based solely on the number of sets in use, said the report, television rates are high but in terms of its additional impact as an advertising medium the present costs appear reasonable to the majority of advertisers. Time charges will probably continue upward for some

14 TV-Less States

Washington, Aug. 16. A television map of the U.S. companying last week's

A television map of the U.S. accompanying last week's Commerce Dept. report on video's advertising impact, shows 41 citles with stations in operation and 24 additional cities in which outlets are under construction.

The map shows 14 states in which there are no television authorizations. They are New Hampshire, Maine, Vermont, South Carolina, Arkansas, Mississippi, Kansas, North and South Dakota, Montana, Colorado, Wyoming, Idaho and Nevada. Nevada.

Because it will probably be months before new video

Because it will prooadly be six months before new video authorizations are granted, it is likely to be at least a year and possibly 18 months before any of the 14 states will have stations within their own bord-ere. In some of the states. stations within their own bord-ers. In some of the states, such as Arkansas, South Caro-line, Mississippi and Kansas, video service is available to a part of the population from border stations. In seven states television is not avail-able.

time, it predicted, but "the increasing popularity of television eventually will result in a downward trend in cost per set installed."

180% Hike In Billings

180% Hike In Billings

Noting continued growth in TV sponsored programs, the report estimated total time expenditures for 1949 will approximate \$28,000,000 or 180% over the 1948 estimate of \$10,000,000. "It is anticipated," it declared, that time purchase "will continue its remarkable growth during 1950."

The report found that in many cases television commercials failed to utilize the potentialities of the medium. "Both the advertisers and the agencies share in the responsibility for this shortcoming," it said. It blamed the situation to thinking in terms of the printed or spoken word or of the still picture. It predicted continued growth of live product commercials as all parties became better acquainted with the medium. Advertising agencies are making progress in this direction although television is not yet a very profitable field for them. The average TV appropriation is small as compared with other media, yet demands as much or more time.

"Nevertheless," the Department "Nevertheless, the Department counselled, "this appears to be an opportune time for agencies to engage more strenously in television activities, to obtain experience and to create a reputation."

Western Union

microwave facilities for telegraphy

microwave facilities for telegraphy could be used for television.
Bell said its TV network comprised about 3,500 channel miles and was available to stations in 13 cities at the end of 1948. By the end of 1949, it estimated, the mileage will have grown two and a half times and by the end of 1950 it will have expanded to 15,000 miles serving 43 cities.

The company said its plans for extension of the system beyond Omaha are in the stage where sites for radio relay stations are

being selected and other engineering work is under way looking toward the provision of transcontinental service.
Replying to a question as to why its facilities do not utilize the full 4.5mc bandwidth of TV broadcast transmission, Bell explained that its coaxial, which provides 2.7mc bandwidth, was developed before the war primarily for telephone and that it has made these facilities available to meet the rapid needs of video.

Pass the Drinks

Continued from page 29

will be on hand when the rehearsal starts and be helpful in any way possible. The only thing they can't do is run for coffee. Also, the NBC staffers have been

Also, the NBC staffers have been cautioned on dropping the attitude that agency directors are interlopers, and they're not to regard them as dopes. "Be nice, cultivate the agency reps and make them your friend," is the new credo.

The NBC sales staff, likewise, is being pepped up on this approach, with the warm, human touch—they've been told—henceforth to characterize their relationship with the agency men. They're to help work out any problems confronting the agencies—"but remember, no ultimatums."

FCC 'Hands Off' Continued from page 29

authority may be vested in us with respect to it."

He said that in areas where the sale of liquor is prohibited by law, such advertising would not be in the public interest "circle adhersuch advertising would not be in the public interest "since adher-ence to the laws of the state in which a station is located . . . is an important aspect of operation in the public interest. Obviously, the same is true with respect to those areas where advertising of alcoholic beverages is prohibited by

holic beverages is prohibited by law.

"Where there are no laws prohibiting such sale or advertising, the problem raised by such programs and advertising are the same as those raised by any other pregrams which may have limited appeal to the radio audience."

Citing a 1946 ruling rejecting a petition of the Rev. Sam Morris, a Baptist preacher, to deny license renewal to KRLD, Dallas, which was carrying beer and wine copy, Walker said the Commission's policy is that the broadcaster must be responsive to the community feeling about such advertising.

Red Scare Continued from page 33

Besides fearing that any prospec-tive sponsors would steer clear of

Besides fearing that any prospective sponsors would steer clear of a program on which a suspected Communist had worked, they are also wary of stirring up any industry-wide trouble with so-called spynunters. They realize such a possibility may be remote at this time, but also remember the black eye given the film industry by the House un-American Activities Committee's probe.

Agency and network staffers an indie package producers, in the meantime, believe the entire situation may blow up in the industry's face. They claim such tactics will only serve to draw attention of the witch-hunters and are pressing instead for a more modified system. They are also afraid that the situation may lead to mass hysteria, in which innocent bystanders may be permanently injured.

Mpls. 'Lobby' Goes TV

Minneapolis, Aug. 16.

The first Minneapolis theatre to take notice of television is the Minnesota Amusement Co. (Paramount circuit) No. 1 de luxe neighborhood house, the Uptown, where a TV set has been installed on the mezzanine floor. There are no plans in the territory yet for any screen-TV hookup.

The territory's lone television stations thus far are KSTP and WTCN, both in the Twin Cities.

ADMIRAL'S 35% HIKE IN TV SET OUTPUT

Chicago, Aug. 16.
Admiral Corp. has joined the bullish side of the TV market by increasing its tele production setup 35%, with no corresponding cutback in radio. Plant facilities now can turn out 13,500 sets per week, instead of the former 10,000, Addition figure was accomplished by enlarging production line facilities in the Chi plant, and switching the Harvard, Ill., plant to sole TV manufacturing. Prez Ross Siragusa, Jr. is aiming for a 60,000 production total per month, it was indicated that sales facilities will be increased shortly in order to match the added output.

FM Assn. Continued from page 36 =

definite need and demand for FM-

definite need and demand for FMonly sets of good quality.
"It's no longer a question of
markets," he continued. "The
markets I am talking about are
not covered by AM, and TV is a
long way off. Why isn't the law
of normal supply and demand
applied to FM by the manufacturers? A few are doing a profitable
business in trying to supply the
public need for FM receivers, but
the great majority appear to be
serving interest alien to the public.".

public need for FM receivers, but the great majority appear to be serving interest alien to the public."

Sellers cited a new FM-AM coverage study by Caldwell-Clement, new York publishers, as revealing that over three-fourths of the U. S. population is within the primary range of one or more FM stations day and night and that in 22 states FM is providing better reception and coverage than AM. These states include New York, Pennsylvania, California, Ohio, Michigan, Wisconsin, Urighia, West Virginia, Tennessee, North Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas, Nevada, Maine, Vermont and New Hamshire.

In addition, the study showed FM giving equal coverage to AM in Ilinois, Indiana, New Jersey, Massachusetts, Delaware, Rhode Island and Connecticut.

Thus, within the short space of four postwar years, said Sellers, FM is covering as much of the country as AM after 30 years, And, he added, "FM is doing the job with 740 stations, whereas AM has more than 2,000 outlets."

Sellers carried an appeal to FM broadcasters to aggressively sponsor the slogan, "Don't Buy Half a Radio. Be Sure Your Next Set, Whether It be TV or AM, has FM."

Indianapolis—Gene Starbecker, staff producer at WFBM-TV here, flying to San Francisco today (16) to confer with Lionel Hampton about appearing on his recently inaugurated program, "Sepla," first studio-produced musical telecast by WFBM-TV.





WM. H. KING

A. S. LYONS

177 S. Beverly Dr. Beverly Hills, Calif.

DAVID BROEKMAN

Tele Chatter

New York

NBC television viewers will get a taste of CBS talent on "Who Said That" Saturday night (20). Guest panel that night will include CBS comedian Abe Burrows and Herbert Bayard Swope. Latter is a former CBS board member, al-though he has since switched over to the board of RCA. NBC's parent company, in a special advisory ca-

pacity. NBC-TV's "Quiz Kids," aired Wednesday nights, will be shifted to the Monday night 10 to 10:30 slot when Alka-Seltzer takes

Hollywood

Hollywood

Steve Ailen show on KNBH will
back as emcee of "Hail the
Champ" over KLAC-TV after
forced vacation due to automobile
accident ... "Adventures of Mr.
Do-Good" will be dropped from
KTSL lineup (22) buten contract
expires. Lois Butler has been
set to replace Marcy McGuire on
"Surprise Theatre" (17) over
KNBH Frank King, sales manager of KTTV on three-week selling tour of New York and Chicago
... Los Angeles viewing area now
has a total of 168.589 television receivers. Figure is a hike of 15,008
over last month's total.

Chicago

Chicago

Muriel Teschon new WBKB continuity director, after stint with U.S. Army special services abroad ... Wendail Hail, composer and vet radio personality, made TV debut with Nancy Wright show on WGN-TV. Hall was one-time Milton Berle partner. Cowboy film star Rex Ailen on ABC-TV Barn Dance Mon. (15) with vocal chores ... Baritone Tommy Port doing guest stint on WNBQ's "But Not forgotten" show with Herbie Mintz ... Sarra, Inc., producing TV commercials for Shawmut Bank of Boston... Trampoline c hamp Aies. Sarra, Inc., who with Herbie Mintz ... Sarra, Inc., who with Herbie Mintz ... Sarra, Inc., who will be shown and the stint of the same shown and the same shown and the same shown and the same shown and the same show the same show

10 A.M. to Noon Daily

in the Fall for Television QUIZ MASTER of "HIT THE ROAD"

Concluded Engagemen PALACE, NEW YORK

dling a TV show featuring auto repair and maintenance, with "Gas-oline Alley" comic strip flavor.

London

TV announcer Mary Malcolm launching new afternoon series, "Your Wardrobe," designed not as fashion parade, but as practical service for women without time for window shopping... Revival of "Death of a Rat," written by Jan de Hartog, with Rene Ray and Kenneth More, skedded Aug. 21, with repeat four days later... New ideas conceived by viewers will be demonstrated in "Inventor's Club," which was back on the air last Monday (15)... "Two Dozen Red Roses," recent west-end production. Leicast on Monday from the Intimate Theatre in North London... Eric Fawcett is using film and other special effects for his production of "Mr. Mergenthwirker's Lobblies," which will fill the bill on the evening program on Aug. 30.

U. of Minn. in Hurry-Up Pix Job on TV Sale Of Out-of-Town Games

University of Minnesota out-of-town football games will be tele-vised for fans here this fall under deal by which university athletic department makes films available.

Games will be telecast by WTCN-TV at 9 p.m. Sundays on days following games. Deal calls for fast action in developing and printing films.

printing films.

Film versions of games will be cut to 45 minutes, between-periods, dead-action and unimportant developments being excised. Rollie Johnson, WTCN sports director, will do comment. Schedule covers games at Nebraska, Ohio State, Michigan and Pittsburgh.

Home games are to be televised direct by WTCN-TV and KSTP-TV.

University will collect \$1,250 per game for film and rights, with RCA-Victor as sponsor.

Film versions will be similar to films now used by university athletic staff for reviewing games.

Schwartz

Continued from page 33

reported cold, as Benny thinks reported cold, as Benny thinks even a fortnightly stint too tough, and he prefers coming east and doing sporadic "big" TV programs. The alternative week idea for Chevrolet, for the first seven weeks, is Schwartz's insistence in order to work out the kinks so that by Jan. 1 he can comply with Chevrolet's preference for a consecutive weekly series.

Chevrolet's preference for a consecutive weekly series.

More Pix for Video, Too
Just back from Hollywood, where he closed the Hayes deal with agent Lou Irwin (the comedian is said to be getting around \$1,750), Schwartz found something else new had been added to the Coast thinking on television. It was in relation to film names not balking at TV guest shots, for three reasons: the improvement in kinescoping, the improvement in money, and the realization that television is no longer a baby but an "arrived" medium. On top of that there are more Hollywood names than ever freelancing, hence not tied by studio restrictions against TV. More and more players also now have TV rights reserved as they did with radio and other income potentials.

Among the guester potentials when Schwartz will nay on "IISA"

Among the guester potentials whom Sehwartz will play on "USA" are Myrna Loy, Celeste Holm, Edward G. Robinson, Brian Aherne, Lena Horne, Dinah Shore, et al. Average fee will be \$1,500 per.

Average fee will be \$1,500 per.

Since "Inside USA," the legit musical, reopens with Beartice Lillie in St. Louis in October, and will tour 16-20 weeks, playing many key cities where TV reaches, it is Schwartz's idea not to cull any material from his current hit show and, instead, use the sketches above enumerated. Eventually he'll dip into the fresher material, having the rights to those as well.

Hayes and his wife, Mary Healy, have a Waldorf-Astoria nitery commitment for four weeks in November but otherwise can't double cafes or guest on any other video programs.

programs.

Cleve.'s 67,481 Sets

Cleveland, August 16.
Installation of new TV sets in this area for the month of July totalled 2,994, bringing the total number in the Greater Cleveland district to 67,481.
July's total is slightly lower than the average of the past months because of new lines of receivers and new styles entering the market and customer reaction awaiting complete changeover of all lines.

30,043 in Milwaukee
Milwaukee, Aug. 16.
WTMJ-TV's latest count of TV
sets in the Milwaukee area showed
30,043 sets Aug. 1.
A total of 94% were in private
homes.

Philly's 78.548 6-Month Sale Philadelphia, Aug. 16. The Electrical Assn. of Phila-delphia in its semi-annual report on television sales in this area re-vealed that 78.548 units were sold between Jan. 1 and June 30, in-

In the same period during 1948, only 27,427 sets were sold, an in-

only 21,427 sets were sold, an increase of 186%.

Television sets in operation at the time the report was issued, in the Philadelphia area, numbered

San Francisco—James Alspaugh bowing out of KJBS to become ac-count exec for John Blair, station reps, in the San Francisco office. Alspaugh was formerly with KYA.

FCC Target on 'Unfreeze' as Lack Of Facilities Hampers Networks

vision networks—notably NBC and CBS—is facilities, rather than programming, with the FCC the target of considerable industry criticism because of the "deep freeze" holding up new station construction.

ing up new station construction.

Some of the top brass within TV ranks, irked over inability of their networks to clear stations, which has already resulted in the loss of several lucrative accounts, contend that the FCC has put them in a tough spot; that the Government agency, far from inviting wholesome competition, has been fostering monopoly because of the protracted freeze.

It's estimated that on the basic

It's estimated that, on the basis of the timetable on which the FCC is functioning, it will probably take until next April 1 for the FCC to declare the unfreeze. The Commission, they argue, has been caught in its own vise, "at least a year behind schedule," as one top exec put it, in calling off the freeze.

It's recognized that the hearings will run through October and November. That will give the FCC the month of December to get off the hook on the Richards case and other important items on the calendar. At least two additional months, it's estimated, will be required to com-

plete the report based on the hearings and allowing for other details and other essential matters on the docket, it will be April 1 before the lid is off the freeze.

CBS in particular has taken the rap in recent weeks on wrapping up program sales because of inadequate facilities, not being able to clear time grabbed by other webs. NBC has also run into the same trouble.

DET.'S TRADEY QUIZ SHOW

Detroiters will have to know their ABC's in order to win on WXYZ-ABC new station promotion program "I've Got Your Number." Format of the local quiz program, emceed by Johnny Slagle and broadcast Tuesday and Thursday, will ask questions about ABC radio stars.

Sedaiia, Mo.—KDRO, 250-watter, opened up its sister outlet, KDRO-sedant here last week. KDRO is located about 80 miles southeast of Kansas City, and has the surrounding area to itself radio-wise. Milt Hinline, owner of both stations, said the FM outlet will be used to tie daytime listeners to the station's nighttime programs.

All "EXTRAS" are standard equipment - WLW-700 -

There's a good reason why so many advertisers select WLW first as the vehicle to carry new selling appeals.

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If you are planning to launch a new advertising campaign or introduce a new product, talk it over first with The Nation's Station.

SOME WLW EXTRAS

People's Advisory Council

to determine program preferences and for general consumer market studies.

Consumer's Foundation

to determine consumer reaction to products and packaging.

Merchandising Departments

to stimulate dealer cooperation, check distribution, report attitudes, etc.

to check potential buying responses, effect of new packaging, displays, etc.

Buy Way

monthly merchandising newspaper for retailers and wholesalers.

Crosley Broadcasting Corporation



clearly established.

Thus, one program tested had a title that included the heroine's name. Naturally, listeners were interested in the story to the extent that it directly concerned this title character. The first crude evidence was that serial listeners who were not followers of the show wiked episodes where the heroine was on scene a high percentage of the time better than ones in which she was not. This made no difference to followers of the program, who had the same liking score whether the main character was on scene a fourth of the time or two thirds of the time; but it made a difference of 15 liking points among other serial listeners, the group from whom new listeners would have to be drawn.

Obviously, though, the solution

Obviously, though, the solution wasn't to adopt a mechanicai rule of having the heroine on scene nearly all the time. Further tests revealed that the true key to catching the interest of more seriai listeners was to have the

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KFRM, is a newspaper and radio veteran of outstanding ability. His morning

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Bill Griffith

rently available! If you're interested in reaching a big,

early morning audience,

we'd suggest you act fast!

KMBC

of Kansa City KFRM

availabilities!

Contact us, or any Free & Peters "Colonel" on his

Bill's 6 a.m. morning news, first of the day, is cur-

audiences.

Bill Griffith, morning newscaster on KMBC-

of finding how to make a serial more effective.

For a serial drama already on the air, Schwerin closely examines the reactions of two key groups: followers of the show, and other serial listeners. Some episodes tested have appealed to neither group; others, to one group but not the other; still others have had a strong appeal to both groups. Study of the last type, of course, has led to Schwerin's most useful suggestions for attracting new listeners without alienating a program's present fans.

In the Mood

Schwerin's principle of Mood is fundamentally important to serials, which depend first of all upon creating satisfactory mental images in the listener's mind. One big application of this principle has been the rule that in a soundly constructed serial there should be one focus of interest (either a character or locale) with which the connection of the other characters and events in the drama must be clearly established.

Thus, one program tested had a title that included the heroine's serios. Attentive the contents of the contents of the contents of the province of two key groups: a serily as possible. When all the melety a line or two, their tie-in with the heroine's story. The vital point was that this should be done as early as possible. When all the heroine's story. The vital point was that this should be done was found that the solve. When all the heroine's story. The vital point was that this should be done as early as possible. When all the heroine's story. The vital point was that this should be done with the heroine's story. The vital point was that this should be done as early as possible. When all the heroine's story. The vital point was that this should be done was found that the solve. When all the heroine's story. The vital point was that this should be done as early as possible. When all the heroine's story. The vital point was that this should be done as early as possible. When all the heroine's story. The vital point was that this should be done as early as possible. When all the heroine's

stress was put upon the set of characters identified with the title-setting, interest declined.

Characters in Key?

Proper selection of secondary characters can sometimes make or characters can sometimes make or break a serial. Schwerin warns. The essential factor in chôosing the rest of the cast is their rela-tionship to the main character. A serial may be weakened either by (a) lack of a character fulfilling some necessary function, or (b) presence of a character whose re-lationship with the heroine is out

As an instance of the absence of a necessary character, a number of editions of one serial were tested, revealing a clear picture of the kind of characters who did and didn't interest the listeners. Among these was a character who appeared briefly in only one episode, an older women who helped the heroine. Interest in her was especially high, yet she did not appear again, nor was there any other character with this relationship to the heroine. Plainly, this orner character with this relationship to the heroine. Plainly, this serial was in need of a major character of this sort, an older woman on whom the younger heroine could "lean."

A graphic example of a support-g character with a faulty rela-onship to the heroine can be ing character with a faulty relationship to the heroine can be drawn from another serial, auditioned by the Schwerin System. Most of one episode was devoted to dialog between father and daughter, with the mother occasionally taking part. The show was pooriy received. Why? Three-fourths of the listeners agreed with comments that "the father sounded too affectionate toward the daughter" and that "the father sounded like the future husband." Further, two-thirds of the audience complained that "the mother had too small a part." Both in the way the scene was written and in selection of voice, this character relationship was obviously off key.

Intrusive Announcer? tionship

Intrusive Announcer?
One common fault in serials that are auditioned and don't make the grade is topheavy use of narration by the announcer. Having him return to set each scene of an episode can easily violate the show's

by the announcer. Having him return to set each scene of an episode can easily violate the show's mood, as can too-long recaps at the outset or trick alternations between announcer and dialog.

No serial tested by Schwerin, where one-sixth or more of the story time was devoted to narration, has yet scored at a liking range that indicated 'it would succeed on the air. When this much narration is used, at least three-fifths of the listeners customarily agree that "the announcer took up too much time in narration."

As to the best opening method for serials, Sciwerin has found there is no set rule for all serials, but that each does have one method which is generally to be preferred. One program extensively tested was seen to succeed best with the standard technique of an announcer's scene-setting leading into a scene of dialog; when it departed from this method, there was confusion among women who weren't followers of the show. But another serial did better with a short opening scene followed by the announcer's scene-setting.

In short, a mass of testing has proved that the only safe generalization is that nothing is infallibly true for all programs at all times. For all shows of a type, a rule may work most of the time. For a par-

ticular program, it may work all the time. It is primarily the dis-covery of rules like the latter that underline the importance of test-ing each program rather than re-lying entirely on the experience of the past.

Detroit

Continued from page 28;

to the "Detroit baseball station—WKMH."

to the "Detroit baseball station—WKMH."
WJBK is the key station in the Goebel Baseball Network which includes 27 stations throughout Michigan. WJBK feeds Harry Heilmann's broadcasts of Detroit Tiger games to some stations in the network. But WKMH picks up the broadcasts independentiy. Now to get back to the whisperers. When a listener keeps his ears open, this is the most common answer to all of the questions:

"WJR hasn't got any special love for WKMH. But WJR hasn't got any love at all for WJBK. It figures that by selling spots to WKMH, it will draw listeners away from WJBK. Then, presto, WJR regains undisputed possession of the Hooper crewn in Detroit."

Just what defections.

Just what does the July Hooper

Just what does the July Hooper show?

It shows that WJBK, the 250-watter, is tied with WJR, the 50-000-watter pius CBS, on weekday afternoons with a rating of 25.

WJBK beats WJR all day Saturday and Sunday. WJBK has 33 Saturday to WJR's 9.5.

WJBK has most listeners evenings 19.6 to 18.9, Hooper says.

WJR beats WJBK weekday mornings 36.2 (Godfrey) to 5.8.

The overail averages show WJR with 23.1 to 22.2 for WJBK.

Those Hoopers have got the radio bugs in this town buzzin'.

ABC's 800G

Continued from page 31

owned-and-operated cities and hopes the affiliates will follow through via specialy-prepared kits being mailed them. Hitch-hike plan worked out calls for each show during the campaign to devote its final 10 seconds to a plug for the following program. In addition, ABC will advertise via transit radio in those cities where it exists. Web will use the same block promotion plan in ballyhooing its strong Thursday night television lineup, issuing special slides and film trailers to all affiliates. NBC's campaign will follow.

and film trailers to all affiliates. NBC's campaign will follow basically the same pattern. Web has aiready launched the publicity phase by sending out its stars and press department staffers to most major cities. Special broadcast promotion division, with offices in N. Y. Holiywood, has been set up to handle on-the-air promotion, in which NBC plans to use every type possible. There will also be a network showcase program early in the fall and two regularly scheduled promotional shows continuing throughout the season.

Newspaper campaign will be

throughout the season.

Newspaper campaign will be based on material provided affiliates., kicking 'off in conjunction with national mag ads placed by the web. According to veepee Charles Hammond, who worked out the plan in conjunction with press veepee Sydney H. Eiges, NBC wiil use 21 full-page mag ads. Entire campaign is based on the NBC will use 21 full-page mag ads. Entire campaign is based on the mass penetration theory, so that, according to Hammond, "It will be hard for anyone who reads a news-paper or magazine or liscns to the radio not to come into contact with this story."

Supreme Court

Continued from page 31

fully, purposefully, intentionally and invidiously" prevented from broadcasting and that its engineer and equipment were actually "placed in restraint and seized."

KFI took issue with a contention by KVOE that Judge Kenneth E. Morrison was within his rights in granting the privilege to the competing stations. It also differed with a claim that a "privilege and not a right" was involved.

"The question here." said KFI, "is whether a State judge, acting under color of law, can dispense exclusive rights and privileges to a source of news to one news agency and deny those same rights and privileges to a competitor equally situated."

Sweets

Continued from page 28 =

Sweets finally yielded and exited the package firm.

Among the charges made against him, Sweets said, were that he sponsored May Day parades, advocated "world peace" and was generally associated with "progressive" causes. Although he was singled out, Sweets said that he did not believe that there was a concerted use of a blacklist at the present time. "Rather, I think, in view of the recent publicity, efforts are being made to avoid even the appearance of a blacklist now."

Others speakers at the meeting

appearance of a blacklist now."

Others speakers at the meeting included Millard Lampell, radio scripter; John T. McManus, manager of the National Guardian; actress Hester Sondergaard; actor Paul Mann; and Charles Collins, vice-prexy of the Voice of Freedom committee. Unanimous sentiment was voiced to the effect that the "blacklist" constituted a threat to the industry's freedom of industry's freedom

thought.

Prior to the meeting, Sweets declared that he planned no legal action against Lords in view of the fact that he had no contract. In that respect, he said, his case differed from the "Hollywood 10," who brought heavy damage suits against the major studios after their dismissals. The former prexy of the Radio and Television Directors Guild is currently at his home in Vermont and has no plans for the immediate future. the immediate future.

Hope Loses

Continued from page 29

when the three arbitrators and contending counsel started poring over long briefs. That made it look bad for Bob, who is a fast man with a quip but no dealer in straight lines. Another factor that weighed the verdict against him was the admission by all concerned that Ampred tane was a satisfacwas the admission by all conterned that Ampexed tape was a satisfactory substitute for flesh. The whole issue, then, devolved upon the "intent" of the contract—did it permit or prohibit taping off his show? At the time the instrument was drawn flew years ago the networks were

or prohibit taping off his show? At the time the instrument was drawn five years ago the networks were not accepting mechanical reproduction. Ruled the deadlock-breaking arbiter, the intent clearly was for live broadcasting inasmuch as there was no legal verbiage that could be interpreted otherwise. Earlier and before it was agreed to arbitrate, Hope had won a victory-of-sorts when Luckman made a concession—he could tape 19 of his 39 shows next season. This was agreeable to Hope but there was a catch to it—Luckman reserved the right to dictate the date of taping. Hope wanted more leeway than that and the peace offering went out the window. He was sure he could do better than that away from Luckman and accepted arbitration. from Luckman and accepted arbitration

from Luckman and accepted arbitration.

Luckman's holdout against tape is said to have stemmed from a bad show he caught last season on ribbon. He ruled forthwith there would be no Lever shows taped but made an exception of "Junior Miss," which would have to air live from Hollywood in the early ayem hours before the actors could get warmed up.

No-tape ruling won't curtail Hope's peregrinations materially and he'il continue to bat around the country and keep pouring gold into his bulging coffers. There'll be five more years of it uniess Luckman has change of heart. However, it'll take more than the startling evidence that 23 network programs used tape last season.

Omaha Preps for TV

Omaha, Au., 16.

Both WOW-TV and KMTV are set to inaugurate television with long series of pre-broadcast bally-hoo. KMTV announcing an open house every day this week with TV programs and sightseeing tours with guides to acquaint crowds with operation of a TV station. WOW-TV also readying grand opening.

Whole affair is being sponsored by the Nebraska-Iowa Electrical Council. World-Heraid broke last Sunday with a 20-page TV section in which all major set makers carried large space and large and small retail shops swung in line.

Sept. 1 is the big day when regular TV broadcasts will go on. WOW has nailed up televising Nebraska University grid games.

KFMB Edging Towards Black

San Diego, Aug. 16. KFMB is currently coming within a few hundred dollars of breaking even each week according breaking even each week according to its program coordinator, Al Flanagan. Outlet is now telensing a total of 48 hours weekly beaming programs during the afternoon and evening hours.

vening hours.

KFMB telenses from two to five, KFMB telenses from two to five, breaks for one hour, comes back on at six and stays through until 11 Tuesday through Sunday every week. Flanagan stated that 23 and a half hours of its 48 hours weekly is sponsored.

is sponsored.

Station beams 10 hours of live programming per week. In addition to this outlet videos six half hours of ABC kinescope and six half hours of CBS kinescope. Station also telenses six half hour shows picked up directif from KTLA. Shows are "Armchair Detective." "Time For Beany." "Hollywood Opportunity," "Teleforum," "Sandy Dreams" a "Meet Me In Hollywood." The rest of the 48 hours is taken up with motion picture and special film material.

Tele Academy Members Sit on Their Hands

Hollywood, Aug. 16.

Hollywood, Aug. 16.

Academy of Television Arts and Sciences is revamping format on its monthly meetings by popular demand. Academy board has been receiving many complaints from the membership to the effect that meetings are overly long and filled with dry material such as the minutes of previous meeting, plans for future gatherings and speakers who have relatively small interest to the overall membership.

As a result of these gripes at-

As a result of these gripes at-tendance to the Academy affairs has been falling off. Sessions will be shortened and necessary par-liamentary procedure evils mini-



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NAME BANDS' SURVIVAL FIGHT

Dailey's Meadowbrook Scraps Name **Bands for Low-Cost Combos, Acts**

Top name bands are a thing of the past in so far as Frank Dalley's Meadowbrook, Cedar Grove, N. J., is concerned. Once one of the nation's best known name band location dates, along with Gleen Island Casino, New Rochelle, N. Y., Sherman hotel, Chicago, and Palladium Ballroom, Hollywood, Dailey doesn't intend to even try to book a top b.o. combination for the fall and winter season. He's lining up low-cost dance music, to be bolstered by name record-

ning apt to be bolstered by name recording acts.

Dailey will reopen Meadowbrook Aug. 30 with Eddie Farley's orchestra for 10 days because orparties booked during that period. He'll go into regular operation Sept. 9 with a bill consisting of Frankie Laine, disk name, and an as yet innselected dance band of light calibre. Following Laine, Dailey is negotiating for Red Ingle for the following weekend, to work as an act only in conjunction with dance band—he buys with Laine. That policy will prevail through the season. It was used last year by Dailey at his Sherbrook, a much smaller spot not far from Meadowbrook, and was very successful.

Spivak's London 'Home-Made' Deal: U. S. Plant Set

he the first U. S. band signed by London Records for disks that will London Records for disks that will be made and sold in this country. London's Tuttie Camarata has concluded negotiations with the trumpeter, but contracts have not been signed. London has also taken on its first U. S. singer, Bobby Wayne, vocalist with Ruby Newman's Boston orchestra, and two weeks ago took over the contract and four masters made by Al Morgan for Universal Records, Chicago, indic, including Morgan's hit, "Jealous Heart."

Heatt."

Meanwhile, London has secured a pressing factory in the U.S. It has made a deal with Webster Record Co. Webster, N. Y., indie plant, to-turn out both 78 rpm and Microgroove LP platters inscribed with London's FFRR classical platters. London's initial batch of LP's were made in England and will arrive here today (Wed.) or tomorrow, but thereafter Webster

will arrive here today (Wed.) or tomorrow, but thereafter Webster will press them.
London's move toward signing U.S. artists and recording and ressing disks here is the result of a deal made with U.S. Decca weeks back under which London secured the right to operate full-scale in the U.S. and market FFRR platters here. Formerly, because of U.S. Decca's arrangement with British Decca, which owns London. London. Decca's arrangement with British Decca, which owns London, London was prevented from doing anything but importing pressings made in England and gave London rights to the FFRR material, which U.S. Decca distributed. In return, U. S. Decca distributed an annual income from the sale of its product in England, etc., by British Decca.

ASTOR, N. Y. EXTENDS SEASON WITH CUGAT

Xavier Cugat's orchestra is doing so well on the Astor Roof, N. Y., that the spot will remain open longer this season in order to take advantage of unfilled time the band had. Originally, Cugat was to have closed the Roof Aug. 27 and the hotel was not going to continue the season because no other top name was available. Cugat will stay until Sept. 10.

At the same time, Music Corp. of America booked Cugat into the Strand theatre, N. Y., opening Sept. 2. He'll double from the hotel to the theatre.

Jones 100-City Tour Is Mapped at Las Vegas

Las Vegas, Aug. 16.
Three-day session began here
Monday (15) between Spike Jones,
Ralph Wonders, his manager,
Larry Barnett, national band and
act director for Music Corp. of
America and eight promoters from
the east. Meeting is mapping out
Jones troupe's cross-country 100city annual one-nite tour beginning
next January. next January.

Four other MCA bookers in ad-

rour other MCA bookers in addition to Barnett are sitting in on sessions. Eastern promoters are those who usually buy the Jones package when it plays their territories.

Decca 2d Qtr. Dip Of 34% Expected

Decca Records turned out a second quarter royalty statement to publishers late last week that followed a more or less expected line. It was approximately 34% lower than the total coin dispersed for the first quarter, a period during which Decca went through an unprecedented string of hits despite the fact that business at that time was falling off.

Actually, however. Decca maintained a good pace in comparison to the second quarter of '48. Its '49 second quarter was less than 5% below last year's payoff. In coin, Decca was slightly behind RCA-Victor's second quarter statement and about eyen with Columbia's.

Mercer-Arlen Agree To 2-Picture Columbia Deal: Scores to Morris

Johnny Mercer and Harold Ar-len were signed to a two-picture deal by Columbia Pictures to turn deal by Golumbia Pictures to turn out tunes for musicals. Pair got to work immediately on a score for a film soon to be into the works, so far untitled. Jonie Taps, Columbia music division exec, negotiated the pact.

Edwin H. (Buddy) Morris Music will publish whatever tunes Mercer and Arlen turn up. Arlen has an agreement with Morris; though Mercer does not, he agreed to Morris handling the songs.

GRACE LINE HEIR INTO MUSIC PUBLISHING BIZ

Michael Grace, scion of the Grace Steamship Lines, expanded his music business interests last week when he and Jerry Johnson, former professional manager of Peer-International, completed a deal with Broadcast Music. Grace will back Johnson in a firm to be titled Johnson Music, his biggest venture in the music biz so far. He has another small firm with George M. Cohan, Jr.

It's Johnson's first crack at publishing. He and Grace have taken

It's Johnson's first crack at pub-lishing. He and Grace have taken the office space in N. Y. vacated recently by Feist Music. Jack Johnstone, another BMI publisher, will occupy part of it.

IN '49-50 SEASON

The fall and winter season is expected to be the most crucial period the name band industry has had to face since the mid-30's, when it began its ascent into one when it began its ascent into one of the most profitable phases of the entertainment business. Since the end of the war, name band value at the b.o. has steadily declined for various reasons to the point where only a handful of the most outstanding ones mean anything—in theatres, on location, one-nighters, or on records, a field they once dominated completely.

It's generally agreed that contain

It's generally agreed that certain phases which contributed to the slide couldn't be helped by leaders

since couldn't be helped by leaders themselves. High salary demands by the best musicians, rising scales by the American Federation of Musicians, and generally bigher costs in all other directions, forced asking prices to the point where buyers couldn't break even. But, in addition, many top name bandleaders, doting on so-called musical progress, which led them into extremes unacceptable to the majority of fans, added to the depth of their own graves. As a result, the band business is at a point, in comparison to what it was prewar, where it will have to make a new start.

At the moment no such start is in sight. Nothing is being built. Agencies are simply accepting current conditions instead of at least making a concentrated try toward revival. Price quotations are still too high. AFM scales are still too high. AFM scales are still too high. Buyers who take on top names can't make enough profit to underwrite dates with lesser names, who might in turn get work enough to build a reputation. Such are conditions that even many top names are an economic risk at any given time, and lesser names who ask over-scale prices are being bypassed for local unknowns at flat scale, because they do as much business.

The band business' one hope for a real revival is the clearing out of colleges of the ex-GI familyman student and the influx of unfettered youngsters who might single out a band to idolize, as they once did Benny Goodman, Tommy Dorsey, Glenn Miller, Harry James, and make of it a hot item. Even that's a tough job since (1) there are few band recordings being issued that are different, most leaders preferring to try for pop tunes on which their singers compete with the Crosbys, Comos, Sinatras and the top femme soloists, and (2) there are few of the pre-war building spots remaining (see story on Frank Dailey dropping name bands from his Meadowbrook) where a bandleader can sit down for a long run and hammer at broadcasts with enough consistency—if he had sufficient coin backing.

That the reaction to good bounce-band

bounce-band music is still smoldering was made evident last winter by Les Brown's "I've Got My Love To Keep Me Warm' bit recording for Columbia. It's not being taken advantage of and, ganged by the indifference of the public to name bands during the past summer, except in isolated instances involving such names as Vaughn Monroe, who's a singing personality rather than a bandleader, and a few others, the band business figures to start back toward prominence to start back toward prominence this winter or sink deep into limbo

Unis winter or sink deep into linbo.

It is winter or sink deep into linbo.

Chi Feels Sharp Pinch
Chicago, Aug. 16.
Modernaires, currentiy at Palmer
House, have cut four disks for Columbia Records with Manie Sacks, recording head for Columbia, planing in from Gotham to supervise the job.
One of the tunes the group cut is the title song from the film, "My Friend Irma." Cesar Petrilio's orch backed the group.

TEST MAY COME Victor May Preem Fall Campaign On 45 RPM With \$10 Machine Tab

Columbus Symph Holding **Huddles to Save Season**

Huddles to Save Season

Columbus, O., Aug. 16.

Reorganization committee of the
Columbus Philharmonic met in a
three-hour session recently and
pledged that every effort would be
made to start the orchestra's activities for the 1950-51 season.
Earlier in the summer, due to low
finances, the orchestra's board of
directors suspended operations for
the coming 1949-50 season.

The committee discussed financial support which the city might
be expected to give a symphony
orchestra; size of orchestra that
could be maintained and still
receive support of concert patrons;
status of Columbus and Central
Ohio musicians under the new
plans, and whether amateur or
professional status should be tried;
and ways of obtaining support
from husiness men and prospects professional status should be tried; and ways of obtaining support from business men and prospects of support from local music groups, colleges and universities. Problems were tossed to a sub-committee for solving.

Cap's 246G Loss 1st 6 Mos. of '49

Hollywood, Aug. 16.
Capitol Records showed a net loss of \$246,700 for the first six months of 1949, according to president Gleon Wallichs' report to stockholders. Most of the loss occurred during the second quarter. Capitol didn't have a losing month in its brief history until last March, when the disk biz really slumped.

Same period last year company

March, Sumped.

Same period last year company made a net profit equal to \$1.60 a share on 430,000 shares of common outstanding. Sales in 1948 were \$8,103,659; for this company compan a snare on 430,000 shares of common outstanding. Sales in 1948 period were \$8,103,659; for this year \$5,138,584. Working capital at mid-year was \$2,192,044, increase of \$507,368 over June 30, 1948.

L.A. Shrine Opens Up For Lionel Hampton, Promoting Own Dance

Los Angeles, Aug. 16.
Lionel Hampton does a oneniter at the Sbrine Auditorium
Sept. 4. Management has had a
ban on public dance promotion for
past five years after a riot during
a gig put on by the late Jimmie
Lunceford and his orch. Pavilion
can handle 8.000 on dance floor.
Gładys Hampton, wife of the
bandleader, rented the place for
\$1.000 on a four-wall basis. Hampton is promoting his own date,
with five acts in addition to the
band.

BUSSE, HURT IN FALL, CANCELS WEB SHOWS

Henry Busse was forced to caneel five network broadcasts from the Statier hotel, New York, Cafe Rouge last week as a result of a fall downstairs. Maestro pulled rib muscles in saving himself and was unable to breathe properly, could not play his trumpet as a result, and dropped the programs because his band is built around his horn.

X-rays showed Busse to have suffered nothing more than muscle bruises.

BORGE'S TOLEDO BAINOUT

Toledo, Aug. 16.

Rain postponed a scheduled appearance of Victor Borge, pianist, in the Zoo amphitheatre here Friday night (12).

Concert has been rebooked by Paul Spor for the amphitheatre Aug. 24

Philadelphia, Aug. 16.
RCA-Victor will in all likelihood launch its fall campaign to drive home its 45 rpm records and changers by revising its price list for the machines themselves. Victor has had several neetings on the problem of where to peg the cost to consumer of the compact machines, and has not decided the point they will be levelled. However, it's likely that the machine designed to be jacked into bigger amplifying systems will go for about \$10 to buyers, as against the current \$29.95 and the set that carries its own speaker, now selling for \$39.95 will be marketed for \$15 or thereabouts.

Victor has been multing several

Victor has been multing several other plans, too, under which deal-ers would be able to give sets away with a minimum number of records

with a minimum number of records purchased. Company's execs had a meeting Monday (15) afternoon at its Camden, N. J., headquarters to finalize its course.

Victor intends tossing a goodly sum of coin into the promotion and merchandising of the 45 system through the fall and winter and the method of getting the new changers into consumer hands is a vital one, naturally. Heretofore, it has been unable to reduce prices on the machines because it could not been to wreck the orice structure of other manufacturers also not been to wreck the price struc-ture of other manufacturers also outling them together for market. Victor feels that sufficient time has closed dince the introduction of 45's for it to feel free to make its own merchandising moves.

49c Labels May Spark Revival Of Merchandising

Many record company executives are between the devil and the deep hlue sea regarding the recent advant of so many cheaper-priced labels by major record companies. They'd rather preserve the higher-priced pop sides because the per unit profit is much higher than the comparative fractions to be earned by the 49e platters.

But, it's feit that if the 49e'ers gain a foothold with the buying public, they themselves, distributors and dealers, will be forced into burning midnight oil developing merchandising methods that will maintain the dollar volume provided by the 79e platters. And, in that event, the record business would be healthier. It's felt that since the war's boom sales times, merchandising is a lost art. And the 49'ers could force a revival.

PINZA-LANZA TO BE POP-SON FOR METRO

Hollywood, Aug. 16.
Metro is going operatic in "De-burau," with two male songbirds, Ezio Pinza and Mario Lanza, signed to play a father-son com-bination bination.

Picture will be produced by Sidney Franklin next year when Pinza winds up his role in "South Pacific" on Broadway.

Camarata's Golf Tie

Tuttie Camarata, bend of London Records' artists and repertoire division, who's been playing golf for little more than a year, tied for first place in the member-pro tournament at Crestmont C. C., Monteiair, N. J. Sunday (14). Partnered with Babe Lachurdas, assistant pro at Broadmoor C. C., Camarata drew a tie with another team and will split first and second money, or 55% of a \$5,600 pool.

Camarata and Lachurdas had a net of 62 for the 18-hole round.

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Record Talent

"REQUEST" DISK JOCKEYS AS POLLED VIA LEADING U. S.

ARIETY

× Brenner-WAAT WEEK

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Histern across well c menti	eekly chart of the record rrs. This compilation is the nation and is design is those on top. Ratings nr. 9 for a No. 2 and so c to week to present a co	is on disk jockeys p based on informati led to indicate those are computed on th an down to one poly mprehensive picture.	Weekly chart of the records on disk jookeys programs, as "most requested" by across the nation and is based on information authered from disk-spinners across the nation and is destined to indicate those records rising in postularity as meet as those on top. Ratings are computed on the basis of 10 points for a No. 1 mas so andown to one path. Cities and jockey will party neek to neek to present a comprehensive picture of all seasons.	ENDING	er—WAAT	GNIM-uo				rson—KDAL	«—кеег	ey—Wip	-кърб		R-MINX	U-KKEM	AVVW—sns-v	GOIW	MTXX-	IX9W-	NNIW-91	S-WFBM	TERY-KEIF	ранм-	P441 40
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Jocks, Jukes and Disks

By BERNIE WOODS

Vaughn Monroe "That Lucky Old Sun"-"Make Believe" (Victor). "Sun," a new tune with a western flavor, at least as Monroe does it, presents the deep-volced singer with another hit possibility to follow his "Riders" and "Someday" disks. It's an unusual tune that Monroe performs commercially, backed by a male vocal chorus and his name power could make it hit. Flipover is a tune being revived. Working with the Moon Maids. Monroe imparts a b.o. push to this disk, too.

Frankle Laine "That Lucky Old

Monroe imparts a b.b. push to this disk, too.

Frankie Laine "That Lucky Old Sun"-"I Get Sentlmental 'Over Nothing" (Mercury). Laine's cut of "Sun" surpasses Monroe's in many ways. It fits his style-shouting like a glove, but his name power isn't what Monroe's is and Mercury's distribution isn't what Victor's is. Nevertheless, the face should do a swell job with jocks and jukes. It's strong. So is the backing, a good lyric into which Laine pours a great deal of warm effort. He's nicely backed by Harry Geller's orchestra.

Gordon MacRae "Wodding of the property of the

Gordon MacRae "Wedding of Lilli Marlene". "24 Hours of Sunshine" (Capitol). "Wedding" is the best side MacRae had yet sliced of the tune hits, and it appears to be on its way, MacRae will be in the forefront of jock and iuke spins. He's backed by the Starlighters and Paul Weston's orchestra and the trio ties the tune (England's No. 1 seller) into a neat package. Fipover brings up an unexpected melody from a guy like MacRae. A corn air, he and the Starlighters do well with it. It'll be played.

unexpected melody from a guy like MacRae. A corn air, he and the Starlighters do well with it. It'll be played.

Buddy Clark "Nothing Less Than Beautiful"-"Me An' My Bundie" (Columbia). Whether or not "Beautiful" becomes a hit. Clark's waxing of it is woorthwhile. A solid melody and lyric. Clark's plose slide over it smoothly and saleably, smarlly backed by a choir and - Hasry Zimmerman's band. Companion side carries one of the lesser-known tunes from "Miss Liherty." Clark does it well.

Sammy Kave "Everything They Sid Came True". "Dime a Dozen" ivictor!. Kaye's outfit riding on the crest of "Four Winds-Seven Seas," hits the trough with this bairing, "Everything." a new ballad, is fair under a boy-girl duet, backed by band chorusing. "Dime a Dozen." a hilbilly tune getting a long string of recordings, harmonized by Don Cornell and one of Kaye's gals, is a fair face.

Je Stafford "The Last Mile" and missual stafford's "Last Mile". "And the stafford's "Last Mile" and Missual stafford's "Last Mile". "And the stafford's "Last Mile" and Missual stafford's "Last Mile". "And the stafford's "Last Mile". "And the stafford's "Last Mile" and Missual stafford's "Last Mile" and Missual stafford's "Last Mile". "And the stafford's "Last Mile" and Missual stafford's "Last

can't be said for the reverse a listless ballad vocalled by Bob Carroll.

Marearet Whiting "Dime a Decen" "Whirlwind" (Capitol). Cap, bunching in odd directions for a hit thence Gordon MacRae's "24 Hours." Jo Stafford's "Ragtime Cowboy" landed "Dozen" to Miss Whiting. She does it similar to Kyser's balter, but doesn't get as much life into a tune that isn't worth the time of such a wax name. For a classic compilation of nothing, however, one must fill to "Whirlwind." It's by Stan Jones, writer of "Riders in the Sky."

Tony Martin "Give Me Your Treed, Your Poor"." If We Hadn't Broken Up on Wednesday Night Thursday Would Have Been a Year' (Victor). Few have tackled the first tune, from Irving Berlin's Miss Liberty." Martin's excellent vocal, backed by a choir, treats the dramatic melody excellently and is worthwhile wax. It's not pop hit material, but fine for programming. Flinover tune is distinguished only by its lengthy title.

Red Intel "A You're a Doney Gal'." Hot As a Two-Dollar Pistol' (Capitol). Ingle's parodied approach to the recent pop hit. "A You're Adorable" is full of laughs and could spin its way into something. Regardless of whether it hits itseif, however, it carries value for locks as a cemic followur to their spinning of the original. Reverse is good, too, a crazy piece

that moves brightly. Karen Ted-der splits the vocals with Ingle. Platter Pointers

Platter Pointers

Edmundo Ros Orchestra gets the
Oscar for the most unusual calypso
title yet—"Chocolate Whiskey and
Vanilla Gin" (London) . Pled
Pipers hit a smart stride on
"Somehow" and "Reckon I'm in
Love" (Victor) . . National disks
marketed an excellent version of
"Solitude" by Billy Eckstine, long
since with M-GM . . Horace
Heidt label's best so far is "Put
You Little Foot Right Out," by
Ewing Sisters and Heidt's band
. . . An unusual face is Jack Jackson's "My Little Tune" (London)
. . . Same label's Bob Dale, apparently a newcomer, shows vocal ... Same label's Bob Dale, apparently a newcomer, shows vocation, power on "Oh You Darling, Oh You Devil" ... Dinah Washington turned up two solid tunes and performances with "I Challenge Your Kiss" and "Am I Really Sorry" (Mercury) ... Ted Heath's British band hits a bog groove on "Lady Byrd," but does better with a jump-rhythm version of "Song of the Vagabonds" (London) ... Ravens arrangement of "Careless Love" a smart face (National) ... Ditto Anne Shelton's "Hollywood Square Dance" (London).

BOB CROSBY JOINS HARMONY'S 49'ERS

Bob Crosby is the latest Columbia artist to move from the regular 60c (plus tax) Columbia sides to the company's new 49c Harmony label. He joins other CRC artists such as Eddy Duchin, Jerry Wayne, Rosemary Clooney, Jeanette Davis, Pearl Bailey, et af, on Harmony. So far the low-priced label has not taken on an outside artist; all have been moved from the Columbia stable.

Incidentally, Harmony will make Incidentally, Harmony will make every effort to continue to team Pearl Bailey and Hot Lips Page on future disks. Pairing made a hit out of one of Harmony's initial sides, with "The Hucklebuck."

Roger Griffin Hall, for the past Roger Grillin Hall, for the past two years in charge of promotion and advertising for Mertens, Par-melee & Brown, division of Co-lumbia Artists Management, Inc., New York, has been appointed business manager of the Fort Wayne (Ind.) Philharmonic.

SOMEHOW (Algonquin)

EVERYWHERE YOU GO (Lombardo)

HOW IT LIES (Morris)

(Week ending Aug. 6)
London, Aug. 9.
Wedding of Lilli ... Box & Cox
Riders in the Sky ... Morris
Again ... F. D. & H.
Red Roses ... L. Wright
"A" You're Adorable Connelly
Buy Killarney ... P. Maurice
Lavender Blue ... Sun
12th Street Rag ... Chappell
Forever and Ever ... F. D. & H.
Candy Kisses ... Chappel Candy Kisses Chappell
Put Shoes on Lucy... Gay
Echo Told Me Lie Chappell
Second 12

Second 12

Careless Hands Morris
While Angelus Ring Southern
Strawberry Moon Yale
Blue Ribbon Gal Dash
Everywhere You Go Chappell
Cuckoo Waltz K. Prowse
Dreamer with Penny Magna
Clancy Lowered Boom Leeds
It's Magic Connelly
I'll Always Love You Clover
Put 'Em in Box Connelly
Heart of Loch Lomond Unit

Oberstein Seeks Varsity 'Names'

Eli Oberstein will go on the prowl for name artists for his Varsity label (35c, including tax) next month. If he goes through with the plan, it will be the first time since Varsity was marketed CORAL SEEKS FULL that artists with names at all recognizable wiil be used.

Idea is based upon the fact that there are plenty of recording artthere are pienty of recording artists available with names known to disk buyers and they'll bolster the label. Varsity's rival labels in the same price class (Signature's Hi-Tone, and Spotlight) use

Unveils Coast Pressing Plant Los Angeles, Aug. 16.

Eli Oberstein, head of Varsity Records, returned to New York over the weekend after reopening his own pressing plant here. Oberstein had closed his local factory months back when Columbia Records began pressing for him. But Columbia recently closed its Beverly Hills plant, which forced Varsity to reopen its own.

Best British Sheet Sellers RCA to Test New, Untried Tunes, **Build New Names on Bluebird Label**

'Wired' Evidence

Dallas, Aug. 16.

Dallas, Aug. 16.

Strains of square dance music from a wire recorder proved to a judge here that the open-air pavilion operated by Joe Lewis was not a public nuisance.

not a public nuisance.

Neighbor had asked for a court order against the pavilion on grounds that it was too noisy. Lewis' attorney played the music recorded from a lawn beyond the house occupied by the complainant, to prove it was not. Sounds of airplanes at a nearby flying field, heavy auto traffic noises and loud chit chat of passersby—but only faint sounds of square dance music were on the wire.

Request for a temporary injunction was denied.

Salem Objects. Too
Salem, O., Aug. 16.
Declaring that coinbox music
from the open-air Brookwood Roller Rink is a nuisance, residents of
the district have filed a petition in
Common Pleas Court against Everett Hall and James Minameyer,
operators, asking that the rink be
covered by a roof.

DISTRIB COVERAGE

Coral Records, Decca subsidiary, is going after 100% distributor coverage over the country beginning next month. Currently, Coral lists 27 independently - operated dispersal points, which, It's estimated, cover 80% of the buying area of the U. S.

Decca Records itself channels its product into dealer hands through owned and operated distributing points.

John Firman Due

London, Aug. 16
John Firman, head of the music
publishing house of B. Feldman
Ltd., sails on the Queen Mary
Sept. 7 on a routine visit to New

David Music Co., Inc., of New York changed its name to Michael Music Inc.

Main object of the trip is to renew contacts with U. S. publishing houses.

RCA-Victor does not intend to cling exclusively to the recording of established hits for its reborn Bluebird label, being sold at 49c (including tax). While the Harmony label, issued by Columbia Records, and the Vocalion sides being issued by Decca Records at

the same price, carry only known hits and reissues to the public, Bluebird will be operated on a much more flexible basis.

Originally, it was intended to groove the revived Bluebird label into the same hit category as its rival platters. That policy has been revised to call for the lower-priced Victor sides to operate independently material-wise. Hits made by Victor's 79c platters or rival labels will be channeled into Bluebird grooves, but only when it's practical to get them out fast enough to take advantage of sales. Otherwise, Bluebird will carry new and untried tunes, and reissues in the same manner as any high-priced label.

RCA's a & r division heads feel that the Bluebird line, as well as making a cheap Victor label avaliable to record buyers, can be valuable in building future names. And unless the artists taken on by Bluebird get a crack at material that hasn't already been made a hit by Victor's own 79c artists, or by a rival company's top names, the opportunity to build will be non-

Victor's own 79c artists, or by a rival company's top names, the opportunity to build will be non-existent. All new material submitted to Victor will be measured as to its Victor-value against the interpretive ability of artists on both the 79c and 49c platters and placed where it will fit best. Of course in the majority of cases new tunes will demand top name performance.

will demand top name performance.
Publishers, naturally, are not expected to fall in love with Victor's ideas, but the company's exces are of the opinion that the current practice of assigning tunes is a vicious cycle that must be agreed with by them in most cases, but blocks out new talent. Pubs want the best names for new tunes and the best names want those new the best names for new tunes and the best names want those new tunes. That practice continues around and around and a new art-ist doesn't get a crack at well re-garded material unless he or she accidentally comes up with a hit and gets a start toward a rep. Vic-tor hopes to help gather new reps.

LES BROWN REPACTED FOR BOB HOPE SHOW

Les Brown's orchestra was signed

third consecutive season

For Artists Division

last week to return to the Bob Hope-Swan Soap show when it goes back on NBC in the fall. It's

Brown's orchestra has been in the east and midwest most of the summer working one-nighters and cashing in on last winter's Colum-bia disk hit, "I've Got My Love to Keep Me Warm." Associated Book-ing handles the band.

RCA's New Gotham HQ

RCA-Victor is moving the ma-jority of its artists and repertoire division out of its Radio City, New

Vork, offices into new quarters leased on: 23d street, N. Y., near its recording studios. RCA has taken 8.000 feet of space on one floor, which will house all personnel excepting Red Seal execs and

net excepting red Seat execs and secretaries.

NBC's Theasaurus, transcription library, which Victor a & r division will operate, will also move to the new site. Shift will be made about Sept. 5.

VARIETY 10 Best Sellers on Coin-Machines Week of Aug. 13

ROOM FULL OF ROSES (4) (Hill & Range) Sammy Kaye Victor Dick Haymes Decca

3. WONDERFUL GUY (9) (Williamson) | Margaret Whiting Capitol Fran Warren Victor

	The state of the s	Tran warren victor
4.	HUCKLEBUCK (7) (United)	Frank Sinatra Columbia
	AGAIN (22) (Robbins)	Gordon Jenkins Decca
5.	AGAIN (22) (RODDINS)	(Vic Damone Mercury
6.	RIDERS IN THE SKY (16) (Morris)	Vaughn Monroe Victor
7.	YOU'RE BREAKING MY HEART (1) (Algonquin)	Via Damena
•.		(Dames of
8.	BALI HA'I (9) (Williamson)	Perry Como Victor
		Bing Crosby Decca
9.	1 DON'T SEE ME (13) (Laurel)	Perry Come Vista
		Sammy Vane
10.	FOUR WINDS, SEVEN SEAS (1) (Lombardo)	Guy Lombardo Decca
	Second Group	
BAI	BY IT'S COLD OUTSIDE (Melrose)	Whiting-Mercer Capitol Shore Clark Columbia
MA	YBE IT'S BECAUSE (Triangle)	\ Dick Hamies Decca
so	MEDAY (Duchess)	Vaughn Mouroe Victor Mills Bros Decca
YO	U'RE SO UNDERSTANDING (Barron-Pemora)	\ Erelyn Knight Decca M.G.M
	T'S TAKE OLD FASHIONED WALK (Berlin)	
	S YES IN YOUR EYES (Remick)	
NO	W THAT I NEED YOU (Famous)	Doris Day Columbia
110	MEWORK (Berlin)	Fran Warren Victor
110	MENORE Dellas.	Danan Shore Collinbia

Billy Eckstine M.G.M.
\(\) Guy Lombardo Decca
\(\) Doris Day Columbia

\ Tony Martin

(Figures in parentheses indicate number of weeks song has been in the Top 10.1

Kay Starr

Capitol

Laine Renews

Laine Renews

Los Angeles, Aug. 16.
Frankie Laine is now tied down for a full seven years to Gabbe, Lutz and Heller management. He signed a new five-year pact with the agency, though his present one has two years to go. General Artists books him.

Sam Lutz first signed Laine when he was drawing \$75 weekly warbling at the old Morocco on Vine street, in 1946. Last year the singer grossed \$400,000.

Publishers

Bands at Hotel B.O.'s

Band Hotel	Weeks Played		Covers On Date
Freddle Martin Waldorf (400; \$2)		12,050	
Nat Brandwynne Roosevelt (400; \$1.50-\$2)	2	500	
Henry Busse Statler (450; \$1.50-\$2)	2	1,000	
Xavier CugatAstor (850; \$1.50-\$2)	2	4,225	8,450

Chicago

Johnny Brewer (Swiss Chalet, Bismarck, 200; \$2 min.-\$1 cover) air 1,800 tabs.

Fair 1,800 tabs.
Eddy Howard (Beachwalk, Edgewater; \$2 adm). Rain Thursday (11)
eve nicked, but nice 14,000 admissions.
Frankie Masters (Boulevard Room, Stevens, 720; \$3.50 min.-\$1 cover).
Ice Show and Masters nifty at 4,350 tabs.
Eddie O'Neal (Empire Room, Palmer House, 500; \$2.50 min.-\$1 cover).
Liberace and Modernaires reason for upped 3,500 covers.
Bill Snyder (College Inn, Sherman, 500; \$3.50 min.). "Salute" series
still hefty at 3,100 tabs.

Los Angeles

Eddie Fitzpatrick (Ambassador, 900; \$1.50). With Peter Lind Hayes and Mary Healy. Second wk. 3,325 covers.

Chuck Foster (Blitmore, 900; \$1.50). Eleventh wk. 2,820 covers.

Ted Fio Rito (Beverly Hills, 300; \$4 min.). Slow 600 covers.

Location Jobs, Not in Hotels

(Chicago)

Cee Davidson (Chez Paree, 500; \$3.50 min.-\$1 cover). Jackie Miles and Betty Bruce; 3.500 tabs.

Lawrence Welk (Trianon, \$1-\$1.15 adm.). First week for Welk hit usky 12,500 admissions.

Griff Williams

UNKY 12,300 agmissions.

Griff Williams (Aragon, \$1-\$1.15 adm.). Start of long run drew (fly 12,000 admissions.

Al Trace (Blackhawk, 500; \$2.50 min.). Steady 2,100 covers.

(Los Angeles)

Ray Robbins (Aragon, Santa Monica; 3d wk). Okay 4,000 admissions.

Frankie Carle (Palladium B., Hollywood; 3d wk). Good 12,000 admissions.

Benny Strong (Casino Gardens, Santa Monica; weekend). Okay 4,400 admissions for three nights.

Inside Orchestras—Music

Recording companies constantly comb their brains for ideas that will justify packaging single records and reissuing them as albums, a phase of the business that forms a lot of gravy since it often gets rid of single disks loading on shelves. Tommy Dorsey, for example, has a number of albums on the market under various catch-titles. His latest, compiled by RCA-Victor, is called "And the Band Sings, Too." It's made up of six sides on which T. D.'s musicians were called upon to supply choral backgrounds similar to his "Marie." his first hit. Tunes will include "East of the Sun"-"I'll See You in My Dreams"; "Sweet Suc"-"Yearning"; "Blue Moon"-"How Am I to Know."

Bob Harvey, Scattle composer and bandleader, has a chance at the jackpot with his tune, "Wouldn't it Be Wonderful," which Art Mooney recorded for MGM and Connie Haines for Coral. Bourne, Inc., is publishing the tune, and Harvey has had good response already from disk jockeys on his own recording of it for Linden Records here. Harvey used the tune as a sign-off number for his orchestra for some time. Eddie Wolfstone, another local boy, wrote the lyrics for the number.

Though Freddy Martin's orchestra, now at the Starlight Roof, Waldorf hotel, New York, does not carry a girl singer, he still performs the pop, "Baby, It's Cold Outside" and invariably stops all dance traffic with his arrangement. Instead of a girl-boy combo on the tune, he uses two male musicians, one doing a takeoff on a dame.

\$80 Per Head

ball, the French papers were filled with nothing else but the Petits Lits Blancs. The list of the artists to participate grew and grew. The price was set at 20,000 francs (800 which was to include dinner, champagne, and entertainment. As the date approached, the publicity increased in growing fury as less and by the committee, headed by Leon Bailby, organizer of the affairs, to lower the price. Those who eavlier had paid \$80 were amazed and furious to learn that tickets could be bought the day of the dance for 15,000 francs (\$471, and for anything from 5,000-10,000 francs (\$15-\$30) for tickets without dinner. At the very last moment, the Carlton hotel and other selling agents reportedly were exchanging tickets for whatever the traffic would bear.

The setting for the ball was the terraces of the Casino, where 200 tables were set amidst the natural glamor of the moonlit Mediterranean. Two orchestras played for the dincrs, while Paris manner quins paraded in the latest fashions.

That the spectators were among the most famous and glamorous of the favored rich could not be denied. At ringside tables could he seen the Duke and Duchess of Windsor, accompanied by commentator Henry Taylor, Princess Andree Khan and Prince Sadri (Arga Khan's younger son'; the Dairyl F. Zanucks with Elsa Maxwell and the Louis Jourdans, Errol Flynn, Jean Simmons, Jan Klepura and Marta Eagerth, Michele Morgan

fashions.
That the spectators were among the most famous and glamorous of the favored rich could not he denied. At ringside tables could he seen the Duke and Duchess of Windsor, accompanied by commentator Henry Taylor, Princes Andree Khan and Prince Sadri (Aga Khan's younger son); the Dairyl France F, Zanucks with Elsa Maxwell and the Louis Jourdans, Errol Flynn, Jean Simmons, Jan Kiepura and Marta Eggerth, Michele Morgan with Henri Vidal and the Jean-Pierre Aumonts, and the inevitable

leave by the Casino. This fortu-nately was witnessed by few as the majority of the people had either left or had gone to the gambling

Tops of the Tops

Retail Disk Best Seller "Some Enchanted Evening"

Retail Sheet Music Seller "Some Enchanted Evening"

"Most Requested" Disk "Some Enchanted Evening"

Seller on Coin Machines "Some Enchanted Evening"

Rest British Seller

"Wedding of Lilli Marlene"

Songs

Damone's 'Heart' Click Cues RCA Campaign On 'Mattinata' Reissue

RCA-Victor is priming a campalgn to push the reissuing of Jan Peerce's Red Seal recording of 'Mattinata," the Italian classic which is the basis of the current pop hit, "You're Breaking My Heart." As Is usual in such cases, the pop adaptation, launched into hitdom by Vic Damone's recording, is causing a demand for the orig-inal melody. Peerce's disk is done in Italian.

in Italian.

Such a situation as the one above caused an unusual tangle over royalties a few years ago. When Frank Stnatra's "I Have But One Heart," based on the Italian "Marinara," Sinatra's "I Have But One Heart," based on the Italian "Marinara, became a pop hit, Musicraft Records cut the original melody with Phil Brito. However, because Musicraft called attention to the disk in advertising by referring to it as the basis for "I Have But One Heart," Barton Music, which published the latter, insisted on a royalty being paid anyway. It claimed that though Brito's disk did not use the pop lyric, and the melody was public domain, the record was being sold on the strength of the copyrighted pop lyric in advertiscopyrighted pop lyric in advertis-

Perhaps the outstanding example Perhaps the outstanding example of a pop adaptation causing a classic to sell Is the "Polonaise." Santly-Joy's publication of "Till the End of Time," which became a smash hit, started RCA-Victor's version of the orlginal, by Jose Iturbi, and it has been a best-seller ever since.

Pool NOT Full o' Water

Hollywood, Aug. 16.

Tim Spencer, composer of "Room Full of Roses," broke his leg over the weekend by falling into his swimming pool, sans water. Mishap occurred at a party for Spencer to celebrate his song's

hitting eighth place on the Hit Pa rade.

Grid Music Upped

Los Angeles, Aug. 16. Pro football teams out here have Pro football teams out here have been notlified by Musicians' Local 47 that they'll have to be cheered on by a minimum of 40 musicians at each home grid game—and that each sideman must receive \$20 and each leader \$50 per job. Rams and Dons are teams affected. Scale is slight increase over last year.

Name Bands

Continued fro 1 page 43

eight to ten-pieces. In light of this, agencies like Chi branches of Associated Booking, General Associated Booking, General Artists Corp., and Music Corp. of America, have asked a good many of the bands they book to cut down

'RH' Logging System

Richard Himber's new development in logging broadcast performances lists tunes in the survey, based on four major network schedules, They are compiled on the basis of 1 point for sustaining instrumental 2 points for sustaining vocals, 3 for commercial instrumental, 4 for commercial vocal, respectively, in each of the 3 major territories, New York, Chicago and Coast. For example, a commercial vocal in all three territories counts 12. Added to these totals is the listener ratings of commercial shows. The first group consists of the top 30 songs.

Week of Aug. 5-Aug. 11, 1949

ı	Again—†"Road House"
	And It Still Goes Shapiro
	Baby, It's Cold Outside-†"Neptune's Daughter"Morris
	Ball Ha'i-*"South Pacific" Williamson
	Candy Kisses Hill & Range
	Dreamy Old New England Moon
	Everywhere You GoLombardo
,	Fiddle Dee Dee-†"It's a Great Feeling"
	4 Winds and 7 SeasLombarda
	How It Lies Morris
f	Hucklebuck
	I'll Keep the Lovelight Burning Laurel
Ł	It's a Great Feeling—†"It's a Great Feeling"
,	Just One Way To Say I Love You—*"Miss Liberty"Berlin
,	Let's Take Old-Fashloned Walk—*"Miss Liberty"Berlin
)	Lover's Gold
•	Maybe It's Because
	Now Now Now Is the Time
	Now That I Need You—†"Red, Hot and Blue"
•	Riders In the Sky
,	Room Full of Roses
,	Someday You'll Want Me Duchess
_	Some Enchanted Evening—*"South Pacific" Williamson
1	There's Yes Yes In Your Eyes Witmark
	Through Long and Sleepless Night—†"Come To the Stable" Miller Twenty-Four Hours of Sunshine
)	Wedding Day Famous
	Who Do You Know In Heaven Robbins
-	Younger Than Springtime-*"South Pacific" Williamson
-	
1	Second Group
5	A Wonderful Guy—*"South Pacific" Williamson Be Goody Good Good to Me United
-	Don't Call Me Sweetheart Anymore ABC
9	Every Night Is Saturday Night
•	Everytime I Meet You-+"Beautiful Blonde Bashful Bend"Feist
	Five Foot Two Fyes of Plus

Pix Bid for TV

Shapiro Similau Campbell Someone to Love Warren Publ. Song of Surrender—†"Song of Surrender" Paramount Swiss Lullaby Southern Two Little New Little Blue Little Eyes Morris You're Breaking My Heart Algonquia You're So Understanding Barron-Pemora

Initiative on Video
Continued growth of theatre television may get its primary impetus now from independent circuits and theatre operators, as result of the Government's divorcement decree. With 20th-Fox, Warners and Metro forced to give up their domeste theatre holdings and the accompanying exhibition profits, it is believed those interested in theatre TV may think twice before investing the several millions of dollars necessary to put large-scale video on a mass basis.

Immediately affected, of course,

America, have asked a good many of the bands they book to cut down in size and operating expense. In fact, many small spots in midwest territory are using local musicians at scale if the agencies can't dig up a band for them to play for scale. This situation hasn't made hookers happy, for amount of units to book is on the increase, while spots or locations for them, seem to be diminishing.

Orchs formerly pulling down playing spots in midwest for \$750, while territory bands that took away \$600 to \$750 for one-night stand, are working for around \$400, operators are also mixing new bands in their spots, at above-scale prices, on grounds that if a name outfit can't bring 'em in, certainly new ones don't stand a chance. As a result, midwest agencies and bookers are bringing in very few Eastern or Coast outfits, unless they've established themse'ves at certain spots in this territory.

In overmment's divorcement decree. With 20th-Fox, Warners and Metro forced to give up their domeste theatre holdings and the accompanying exhibition profits, it is believed those interested in theatre operators, as result of the Government's divorcement decree. With 20th-Fox, Warners and Metro forced to give up their domeste theatre holdings and the accompany exhibition profits, it is believed those interested in theatre operators, as result of the Government's divorcement decree. With 20th-Fox, Warners and Metro forced to give up their domeste theatre holdings and the accompanying exhibition profits, it is believed those interested in theatre theatre holdings and the accompanying exhibition profits, it is believed those interested in theatre operators, are defined to give up their domeste theatre holdings and the accompanying exhibition profits, it is believed those interested in theatre of theatre holdings and the accompanying exhibition profits, it is believed those interested in theatre holdings and the accompanying exhibition profits, it is believed those interested in theatre officed theatre operators, are defined to the accompa

tint processes, desplte color being much more costly than black-and-white filming.

By the same token, the filmites will argue, the anticipated growth of large-screen video to theatres throughout the country will increase competition and thus bring about technical advances in video. Because the film industry has shown it can absorb such technological changes in the past, it may be able to hasten development of a suitable color TV system or crack some other video problem for theatres and, subsequently, for homes.

Indie Evhibs May Take

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Immediately affected, of course, is 20th, which has already taken preliminary steps to launching a string of 22 Fox-West Coast the atres connected by TV. Twentieth exces in their recent drive for increased film rentals emphasized the company had actually suffered a loss in production and distribution during 1948, being able to show a profit myly through theatre earnings. It those earnings are cut of the current of the made by a company and not request and the Society of Motion during 1948, being able to show a profit myly through theatre earnings. It those earnings are cut of the current of Government remains to be determined.

Other two majors involved in have set no plans for theatre TV. But if 20th delays its plans wet no plans for theatre bout for indice ircuit operators to take the tway would be left to take the tway would be left to take the tway would be left to get in that direction has been as sum of the current Government cation have set no plans for theatre TV. But if 20th delays its plans who will an approach to five the way would be left to get in the divorement decree, the way would be left to get in the divorement decree, the way would be left to get in the divorement decree, the way would be left to get in just of the major in that direction has been as sum of which as already take the theatre TV. Bat direction has been step in that direction has been as sum of the major in that direction has been as sum of the current Government cition haves to no plans for heatre TV. But direction has been step in that di

Release Date Snarl Grows More Involved; Cap, CRC in Latest Tiff

Hollywood, Aug. 16. The restricted release date situation, which exploded a fortnight Spivak Signs With MCA ago in New York over Decca's early release of Bing Crosby's "Last Mile Home," and later egged on by Columbia's pre-scheduling of Frank Sinatra's "Let 'Er Go," took another stumble last week, involving Columbia and Capitol. But the latest affair was directly traceable latest anair was directly traceable to the early issuance of Crosby's "Mile" side and gives a clear ex-ample of the chain reaction result of one company's evasion of re-

of one Company's Custon Servictions.

"Land of Love," written by Ed Abbez, writer of "Nature Boy," was given to King Cole exclusively. Later, Ahbez also gave a copy of the tune to Columbia, who assigned it to Doris Day. Capitol beefed about it and Columbia agreed, it's said, to withhold Miss Day's disk until Cap put Cole's on the market. However, along came Decand released Crosby's "Mile" side and the apple-cart was upset.

Here's the result: Miss Day's re-

and released Crosby's "Mile" side and the apple-cart was upset. Here's the result: Miss Day's recording of "Land of Love" is coupled to her disking of "Last Mile." When Decca issued Crosby's disking of "Mile." Columbia rushed to get out Miss Day's, and of course her "Last Mile" had to ge along to market, too. Columbia sent pressings only to disk lockeys however, figuring on getting plays on the "Mile" side only, aware that Robbins Music, which is publishing "Love" had placed restrictions on the latter tune until Sept. 1, until Cole's Capitol disk was out. Apparently, one or two jocks have played the "Love" side and Capitol screamed. Cole's is being rushed out as a result.

Last week, Decca's Dave Kapp

out as a result.

Last week, Decca's Dave Kapp asserted, as a result of the dispute with Leeds Music, publisher of "Last Mile," that henceforth he didn't want to see restricted tunes until close to release date time. Victor was and is mulling disregarding all release dates, or rejecting tunes that are so stamped; Cogarding all release dates, of rejecting times that are so stamped; Columbia's Manie Sacks has said he's going to operate his biz as he sees fit, without regard to release dates. Cap execs are said to feel that way,

CRC, Decca Cutting In On RCA-Victor Teeth

Los Angeles, Aug. 16. Columbia Records will be out in November with "All I Want for Xmas Are My Two Front Teeth," waxed here last week by the Mary waxed nere last week by the Many Kaye Trio. Plattery hopes to cut some ground from RCA-Victor's relssue of Spike Jones' "Teeth." Decca is supposed to be doing it, too, with Danny Kaye.

Jones' disk last year sold over 1,000,000 copies in about six weeks. RCA will make it a reissue each Christmas. Tune is published by Witmark Music, subsidiary of Warner Bros.

69 Yrs. With a Baton

Rochester, N. H., Aug. 16. Elmer E. Wiggin, director of the Barrington Band for 69 consecutive years, was honored at a concert by the Rochester Band on his 88th birthday.

J. E. Alcide Bilodeau, director and charter member of the 53-year-old local band, dedicated Schubert's "Serenade" to the Barrington director.

Dallas Spot Likes Names

Dallas, Aug. 16.

Fun Garden is following a "name" band policy for the spot since the recent appearance of Shep Fieids orchestra proved successful. Alvino Rey did a three-day stand Aug. 12-15 and others due include Benny Goodman, possibly in September.

Goodman will have about dates in this area, at that time. about 30

James R. Irwin, proprietor of the swank Winnipesaukee Gardens baliroom, Weirs, N. H., has been elected president of the Lakes Re-gion Assn.

For 5 Yrs., No Bonus

Charlie Spivak's orchestra, which was ordered released from William Morris agency contract last week by the American Federation of Musicians executive board, has signed with Music Corp. of America. Deal is for five years, effective Oct. 3, because the combination is booked up to that point.

However, Spivak had five days However, Spivak had five days open later this month and MCA immediately filled them in with one-nighters. Agency, it's claimed, paid Spivak no advance or bonus of any kind for his signature. Maestro had at one time been asking as high as \$15,000 for the right to book him.

RCA's 'Big 3' Push

RCA-Victor is putting on a heavy campaign for what it calls "The Big 3," consisting of three recordings, Perry Como's "Give Me Your Hand," Vaughn Monroe's "Someday" and Spike Jones' "Dance of the Hours." Push includes contests among distributor and retail salesman with prizes ranging from radio consoles to 45 rpm recordings for the men or women who guess the total sale of either disk by Nov. 30. Victor also is turning to the

Victor also is turning to the sky again to promote. Como's platter will be plugged by sky streamers, towed behind airplanes, over Atlantic City. Asbury Park, N. J., New York and Coast beaches over the Labor Day week-end. Jones and Monroe's platters are being plugged by special "story" disks made by the leaders involved and backed by copies of the songs themselves; which will go out to 2,000 disk jocks all over the country.

Chances Slim for ASCAP Deal On Video Before Sept. 1 Deadline

Mysels Sits Down At Piano, Gets Nitery Job

Pittsburgh, Aug. 16. Sammy Mysels, whose home is in Pittsburgh, came

down from New York last week to visit the folks. He dropped into the Copa one night and was asked to do his stuff on the floor. He sat down at the plano and went through his catalogue.

through his catalogue.

The house came down: A few minutes later, Lenny Litman, owner of the Copa, had a contract in his hand for Mysels to head this week's show at the spot. Tunesmith protested he was on vacation, but Litman kept after him, and so the vacation turned into a working one for six nights beginning last Monday (15). It's Mysels' first nitery job.

TOTAL

San Francisco-(Sherman-Clay)

Kansas City-(Jenkins

American Society of Composers, Authors and Publishers called its full television committee into meeting Monday (15) in New York to make a full report on video negotiations to this point. Nothing was accomplished except the straight relation of what has been occurring, plus the explanation that no concrete conclusions are likely to be made in the immediate future because of vacations of principals involved in both the tele and consent decree problems.

Meeting was the first attended

involved in both the tele and consent decree problems.

Meeting was the first attended by ASCAP's full tele committee in three months. When this group failed to achieve a deal with the National Assn. of Broadcasters video committee, the Society's executives took over and conducted negotiations with representatives of the five tele networks and the ends that have so far been accomplished had not been detailed to the full committee.

As it stands now, it isn't likely that a deal between ASCAP and video will be completed before the Sept. 1 deadline, to which ASCAP had for the unipteenth time extended free rights to its music to video. Several weeks back, some of the Society's board members said that they were unlikely to agree to another extension. Whether they will cling to that course no one knows, but it's doubted. er they will cling to that course no one knows, but it's doubted.

LINCOLN MUSIC'S SUIT VS. DOROTHY DOUGLAS

VS. DOROTHY DOUGLAS

Lincoln Music Corp. has instituted injunction proceedings in N. Y. municipal court against songstress Dorothy Douglas to halt her alleged "desecration" of the publisher's "How Did He Look?" She reportedly altered the tune's lyrics in recent appearances on the borscht circuit.

Miss Douglas, according to Lincoln owner Abner Silver, took the "dramatic quality" of the original lyrics away from the number by substituting a "suggestive" parody version. Silver is also composer of "Look." Attorney Samuel J. Siegel reps Lincoln in the action.

CRC Isn't Missing One Original-Cast Show Bet

Uriginal-Cast Show Bet

Hollywood, Aug. 16.
Four tunes from "Sugar Hill,"
Negro musical revue at the Las
Painns theatre here, will be cut
by members of the original cast
for Columbia Records... Music was
written by Flournoy Miller and
James P. Johnson.
Johnny Lee and The Ebonaires
will etch "You Can't Lose a
Broken Heart"; Dolores Parker,
"My Sweet Hunk of Trash" and
Monnette Moore and The Ebonaires
will do "Peace, Sister,
Peace" and "Keep 'em Guessing."
Mills Music is publishing the tunes
from the show.

BG Resumes in Va.

Virginia Beach, Va., Aug. 16.
Benny Goodman's orchestra will
resume work at the Surf Beach
Club here Aug. 26 for two weeks.
Date is B.G.'s first booking since
he returned to New York last week
from Europe and a two-week run
at the London Palladium theatre.
Goodman didn't take his full

at the London Paliadium theatre.
Goodman didn't take his full
band with him to England. It originally was to have met him in Paris
for Continental concert dates, but
Goodman cancelled them until next opring.

N.Y.'s Free AFM Concerts

N.Y.'s Free AFM Concerts
Some 125 free musical performances are being given in New
York's public and private institutions during the month of August
by members of Local 802. Concerts are financed by the American Federation of Musicians' Recording and Transcription Fund.
Highlighting the series will be
an annual concert to be held Aug.
21 on the Central Park Mall in
memory of John Philip Sousa.
Band will comprise some 62 pieces.

Carle's Hiatus
Hollywood, Aug. 16.
After closing at Palladium ballroom Aug. 28, Frankie Carle gives
his bandsmen a month's vacation.

RETAIL DISK BEST SELLERS VARIETY-

Surve	y of 1	etail	disk	best
sellers,	based	on r	eport	s ob.
tained fr				
11 cities				
parative			g for	this
and last	week	c.		

National Rating

Week Ending Aug. 13

wk.	wk.	Artist	, Label,	Title
		PERRY	сомо	(Vic

1	1	"Some Enchanted Evening"	3	1		2	2		1	2			1	65
2	2	M. WHITING-J. MERCER (Capitol)							_					
		"Baby, It's Cold Outside" VAUGHN MONROE (Victor)	8	٠.	• •		8	2	5	1	• •	• •	2	40
3	4	"Riders in the Sky"	10		8	9		6	2	3		4		36
		VIC DAMONE (Mercury)												
4	3	"You're Breaking My Heart"	6	2		1			7					28
		TOMMY DORSEY (Victor)								_				-
5	14	"The Hucklebuck"					3			8		5	3	25
6	8	DICK HAYMES (Decca) "Room Full of Roses"	2				4	9		7				22
_		DICK HAVMES (Decca)					-	-	•••	•	•••		•••	
7	10	"Maybe It's Because"	7			5		٠.			3	8		21
		VAUGHN MONROE (Victor)										3		
8	٠.	"Someday"			1		٠.		1.		2			19
9	11	FRANK SINATRA (Columbia)												
y	11	"The Hucklebuck"		0	• •	• •	• •	1	9		• •	• .•		17
10A	9	"You're So Understanding"	1	5										16
		GORDON JENKINS (Decca)												
10B	6	"Again"	5	9			5				9			16
		BING CROSBY (Decca)												-
10C	5	"Some Enchanted Evening"	9		٠.			4	4					16
114	14	MARGARET WHITING (Capitol)				10		5	3					15
IIA	14	"A Wonderful Guy"		• •	• •	10	• •	3		• •	• •	• •	• •	_19
11B	7	"Room Full of Roses"							10		5	3		15
		ART MOONEY (M-G-M)												
12	11	"Twenty-Four Hours of Sunshine"				7					7	. 6		13
_		INK SPOTS (Decca)					_				_			
13	12	"You're Breaking My Heart"					9				1			12
144		PERRY COMO (Victor) "I Don't See Me in Your Eyes"												10
14A		HERB JEFFRIES (Columbia)		- 0	-	• •	• • •	• • •	• •	• • •		• •	•••	10
14B	15	"Four Winds and Seven Seas"			5								7	10
-		MILLS BROS. (Decca)						-						
14C	2.	"Someday"					1							10
-		TONY MARTIN (Victor)												
15A		"Circus"			2				• •	• •	• •	4 -	٠.	9
1 - 1		FRANKIE YANKOVIC (Columbia)										2		9
196	15	"Blue Skirt Waltz"	• •		• •			•••	•••	• •	• •	-	• • •	
164		AL MORGAN (London) "Jealous Heart"		3	0									8
107		DORIS DAY (Columbia)	• •											_
16F	3	"Everywhere You Go"			3									8
-		KAY STARR (Capitol)	-											
160		"Ain't Misbehavin'"		•		3								8
		MEL TORME (Capitol)						2						8
161) 13	"Four Winds and Seven Seas"						3						

FIVE TOP ALBUMS

Label

Decca Capitol Columbia SOUTH PACIFIC Breadway Cast Columbia

KISS ME. KATE Breadway Cast Coiumbia

SONGS WITHOUT Selected Capitol

SUPPER CLUB Perry Came Victor

FRANKLY SENTIMENTAL

Frank Sinatra

Columbia

Disk Best Sellers by Companies

No. of

Records

179 113 71 44

Points 28

On the Upbeat

New York

New York

Coral Records putting a drive on Kenny Roberts' "I Never See Maggie Alone," started by Dick Bruce. WDSU, New Orleans. disk jockey. Charlie Ventura joined the ball-player-disk parade last week by naming a bop creation recorded for RCA-Victor, "Yankee Clipper". Hal Tunis, WVNJ, Newark, disk jockey, planned to plug himself and tunes from Al Jolson's new picture. "Joison Sings Again," by having a batch of photogenic gals parading up and down Broadway today (Wednesday) toting portable radios tuned to his show, which will be spinning Jolson's Decca records . "South Pacific" score surpassed 1,000,000 copies of sheet music last week, accounted for mostly by "Some Enchanted Evening," "Wonderful Guy" and "Bali Hai". Al Donahue's band held over at Rice hotel, Houston, until Sept. 4, then one-nights into Statler hotel, Detroit, opening Sept. 26 for seven weeks. Mac Kooper heads new Knickerbocker Music firm in N. Y. Leonard Meisel ditto for Clareck Music . George Shottler took over professional management of St. Nicholas Music . Louis Camito withdrew from Warren Publication's, selling out plece he had of comparatively new firm.

Hollywood

Pittsburgh

Ross Hall, one-time planist for Hal Kemp and more recently with Johnny Marino's band at Copa. here is tickling ivories at Bill Green's cocktail lounge... Charlie Murray, of Monte Carlo's song team of Owen & Murray, wrote tune called "Everything You Said Came True," which Sammy Kaye recorded... Buddy Lee orch back at the Vogue Terrace for a return shot... Harmonicats due at Copa

Chicago

Chicago

Woody Herman into Lakeside Park, Denver, Colo., week of Aug. 30 . . Jackie Cain, former vocalist with Charlie Ventura, and husband Roy Kral who 88'ed and arranged for Ventura. have own outfit (GAC), breaking in at Flame, Minneapolis, until Aug. 21 . . . Dick Bradley, prez of Tower Records, on Coast for confabs with Capitol Records . . . Harry Hall, vocalist in "Salute" show at College Inn. Sherman hotel, doubles into TV. Sept. 29 on the Wayne King Show, for Standard Oil . . . Dake Ellington slated for Click, Philly, week of Aug. 26 . . . Jean Tauber, disk jock Marty Hogan's gal Friday, moves over to Muntz TV outfit here . . Bob Berke into Peabody hotel, Memphis, Sept. 12 for three weeks . . Les Brown, heading for West Coast, plays Rendezvous, Salt Lake City, Utah, Aug. 24-26 . Eddie Hubbard's ABC Chesterfield Club (WIND), open doors to live aud each Sat. night starting Aug. 13. It's first live studio show for platter-spinner in the area . .

Welk Ork Gets Miller Beer for Fall Sponsor

Beer for rall sponsor
Hollywood. Aug. 19.
Laurence Welk band has been
signed by Miller High Life beer
for 13 weeks this fall over ABC
network, commencing Aug. 31.
Welk has been alring for the brew
company as a summer show. Program will be a half-hour Wednesday nights.
Welk's band goes into the Palladium here for seven weeks Aug.
30. Coin at the ballroom will be
\$3,000 weekly guarantee and a split
of door admish gross over \$8,500
each week.

Wakely's Single

Hollywood, Aug. 16.
Jimmy Wakely will do his first single, with guitar, on a two-week stand at the Thunderbird, Las Vegas, starting Nov. 24. He's never worked without band backing before

Band Reviews

JOE VERA ORCH (6) Hotel Bellerive, Kansas City, Mo.

A home-town boy who did a single plano turn in many of K.C.'s smaller clubs, Joe Vera has had his own orchestra going for about a year in the Chicago area.

His current stand in the Casbah,
Bellerive Hotel, is his first in
home territory.

It's a colorful instrumentation.

nome territory.

It's a colorful instrumentation. Involving piano, electric gultar, accordion, tenor sax, string bass and drum. Orchestrations play up the keyboard, other Instruments centering around Vera. Group is well graced with vocalists, however, as Vera has Jimmy Markey to double voice from the guitar, Bud Balzer from the tenor sax, and Frank Mason from bass.

Principally the crew is concerned with Latin rhythms, a big favorite in this room. Vera's own work, however, brings in most anything suitable on the twories, and the room gets variety enough to please most everyone. Vera makes his sels entirely requests. It's a new idea here, but apparently draws extra attention from pattons to the band.

Vera's crew will be out of the Bellerive for the early winter season, but are due back for the preholiday stretch.

EDDIE O'NEAL ORCH (13)
Empire Room, Palmer House, Chi
Getting into the big league in
one jump is the feat of Eddie
O'Neal, a personable chap from
the Coast and Dorothy Shay's

former accompanist. O'Neal isn't new to the orch biz, however, having had his own society band at the Drake hotel in Frisco for a year and a half, and doing a sixmonth stint at the Palace hotel there before joining Miss Shay.

O'Neal 88's with his group, featuring unusual effects via flute, oboe and bass clarinet. Orch does neat job on danceables, giving hefty play to standards, show tunes and rhumbas. Drums and bass plus four reeds three brass and four fiddles add up to well-ball anced unit for the Empire Room.

A quartet and Stan Wild, who doubles at lead trumpet, carry the nitely besidess supplying dance-set syncopation, and looks as if it will vocals. Orch backs show twice be around for some time. Greg.

Disk Jockey Reviews

Disk Jockey Reviews
A SONG FOR CINDERELLA
With Leon Lewis
45 Mins.
Participating
Mon. to Fri., 3:35 p.m.
WOKO, Albany
This program is probably the
first commercial regularly handled
by a Negro disk jockey in the Albany area. Lewis, originally heard
on a late-evening poetry show via
WABY, Is not publicized as to race.
Title for feature stems from music
he plays for an unnamed "Cinderella." Throughout the 45 minutes,
Lewis addressed her by that name
or by "you." Idea apparently is to
create emotional impact.
Platterman works with an alert
eagerness, if not always a solidly
professional touch. New to the
business, he displays rough spots
which probably will polish off.
Lewis often talks too much and his
script, if he follows one, is not
tight. However, his knowledge of
music and choice of selections rate
recognition. Introduction to a
Gershwin number, on one shot
heard, was graceful.
Lewis employs an Informal, intimate style with the store-service
commercials. He weaves a minor
philosophical thread, adding a neat
signoff. Show is cut half-way for
a 19-minute news and sports roundup.

15

SANDY AND BILL With Emerson Knighton and Bill Tunstall 60 mins.; Sat. 2 p.m. Participating KXA, Seattle

Participating
KXA, Seattle
This two-man record session
shapes up as an entertaining show.
Pair alternate and/or combine on
introductions, claatter and conmercials to put over a disk show
that's out of the ordinary. Emphasis is on straight selling of
tunes. Voices have good contrast,
with Knighton (Sandy) on the
deep, mellow side; Tunstall (Bill)
on the sharp.
Introductions mix knowing claitmedical contractions and talent to good
effect, with even some verse tossed
in. Commercials are handled with
same easy style but good impact,
and each week there's a mystery
tune with prizes for first correct
answer.

Blasco Music Co., Kansas City, has taken over the copyright to "Take an Old Cold Tater and Wait." new hillbilly tune by E. M. Bartlett and adapted by E. M. Brumley.

RETAIL SHEET BEST SELLERS

10

3

VARIETY

Survey of retail sheet music sales, based on reports obtained from leading stores in 12 cities and showing comparative sales rating for this and last week.

Rating This Last Week Ending Aug. 13

WK.	WK.	Title and Publisher	Ž.
1	1	"Enchanted Evening" (W'mson) .	3
2	2	"Bali Ha'i" (Williamson)	.,
3	4	"Room Full of Roses" (Hill-Range)	2
4	5	"Again" (Robblns)	7
5	3	"Forever and Ever" (Robbins)	6
6	6	"It's Cold Outside" (Melrose)	
7	8	"Riders in the Sky" (Morris)	
8	11	"Breaking My Heart" (Algonquin)	1
9	9	"Old Fashioned Walk" (Berlin)	5

"Yes in Your Eyes" (Remick)
"I Don't See Me" (Laurel) 9
"4 Winds and 7 Seas" (Lombardo) 10
"Maybe It's Because" (BVC) 4
"Wonderful Guy" (Williamson) 12A 12B "24 Hrs. of Sunshine" (Witmark)

Get an EARFUL of the new rhythm hit by JOAN WHITNEY and ALEX KRAMER.

EVER HEARD YOU S

CAPITOL #57-567 . . . Margaret Whiting and Johnny Mercer

KRAMER-WHITNEY, INC.

DAVE BLUM, Prof. Mgr.

1650 Breadway, New York



Lyric by Bob Russell Music by Bronislau Kaper THE SENSATIONAL BALLAD HIT

From M-G-M's Technicolor Musical

1. 11.

Sung Outstandingly by MARIO LANZA

Chorus-Inith much expression KNOW KNOW. KNOW, KNOW. chanc - es, they 814 want - ing you for cra - zy



KNOW. KNOW, I

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VARIETY

Jocks, Jukes and Disks By BERNIE WOODS -

Russ Case "I Know, I Know, I Know, I exceptional disks. This, his second, carries excellent string-full arrange. carries excellent string-tull arrangements of two good tunes, with the accent on "I Know, I Know, I Know," Know," Kiss." A strong ballad melody. Case to the carries of the strong ballad melody. Case to the carries of two strong ballad melody. batons it with salesmanship, aided by the Quintones vocal. Song and disc could hit heavily!

ROBBINS MUSIC CORPORATION

799 Seventh Avenue, N. Y. 19 MURRAY BAKER, Gen. Prof. Mgr.

VARIETY SONG CAVALCADE

····· (Musical-Historical Review: 1800-1948) ·····

Compiled for VARIETY

By JULIUS MATTFELD

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Legends and other basic background information, attendant to the compilation and presentation, appeared in the Oct. 6, 1948. issue when the Variety Song Cavalcade started publi-

Song Cavalcade started publication Oct. 6, 1948, and will be serialized weekly until brought up to 1948.

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1926-Continued

Baby Face. w., m., Benny Davis and Harry Akst. Jerome H. Remick & Co., cop. 1926. Because I Love You. w., m., Irv-ing Berlin. Irving Berlin, Inc., cop. 1926.

The Birth of the Blues (George White's Scandals). w., B. G. De-Sylva and Lew Brown. m., Ray Henderson. Harms, Inc., cop. 1926. Black Bottom (George White's Scandals). w., B. G. DeSylva and Lew Brown. m., Ray Henderson. Harms, Inc., cop. 1926. Black Eyes [Dark Eyes]. Orch. composition. m., arranged by Harry Horlick and Gregory Stone. Carl Fischer, Inc., cop. 1926. The Blue Room (The Girl Friend). w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1926.

ard 1926.

Breezin' Along With the Breeze, w., m., Haven Gillespie, Seymour Simons and Richard A. Whiting. Jerome H. Remick & Co., cop. 19°8.

976.

Bring Back Those Minstrel Days.

Ballard MacDonald. m., Marn Broones. Shapiro, Bernstein Co., Inc., cop. 1926.

Bye Bye Blackbird. w., Mort

Co., Inc. Bye Bye Blackbird. w., Mort Dixon. m., Ray Henderson. Jerome H. Remick & Co., cop. 1926.

> THE EVER POPULAR STANDARD

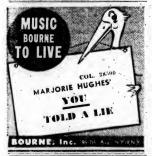
DEED DO

LAUREL MUSIC CORP. 1619 Broadway, N. Y. 19

A NEW JIMMY McHUGH STANDARD

IT'S A MOST UNUSUAL DAY

Music by . . . JIMMY McHUGH ROBBINS MUSIC CORPORATION



LOVESICK BLUES

BLUE SKIRT WALTZ

TING-A-LING MILLS MUSIC, INC.
1619 Broadway New York 19, N. Y.

Charmaine. w., m., Erno Rapee and Lew Pollack. San Francisco: Sherman, Clay & Co., cop. 1926 by Belwin, Inc.

Cherie, I Love You. w., m., Lil-an Rosedale Goodman. Harms, lian Rosedale (Inc., cop. 1926,

Clap Yo' Hands (Oh, Kay!). w., Ira Gershwin. m., George Gershwin. Harms, Inc., cop. 1926.
Cossack Love Song (Song of the Flame). w., Otto Harbach and Oscar Hammerstein, 2nd. m., Herbert Stothart and George Gershwin. Harms, Inc., cop. 1926.
Cross Your Heart (Queen High). w. B. G. DeSylva. m., Lewis E. Gensler. Harms, Inc., cop. 1926.
A Cup of Coffee, a Sandwich and You (Charlot's Revue of 1926). w., Billy Rose and Al Dubin. m., Joseph Meyer. Harms, Inc., cop. 1926.
The Desert Song (The Desert Song). w., Otto Harbach and Oscar Hammerstein, 2nd. m., Signund Romberg. Harms, Inc., cop. 1926.
Do. Do. Do. Do. M. Kay!). w. Ira

1926.

Do-Do-Do (Oh, Kay!), w., Ira Gershwin. m., George Gershwin. Harms, Inc., cop. 1926.

Dreaming, w., m., L. W. Heisler and J. Anton Dailey. Jerome H. Remick & Co., cop. 1926.

Everything's Gonna Be All Right. w. m., Benny Davis and Harry Akst. Henry Waterson, Inc., cop. 1926.

Flapperette, Piano solo. m.,

cop. 1926. Flapperette, Piano solo. m., Jesse Greer. Jack Mills, Inc., cop. 1926.

1926.
Florida, the Moon and You (Ziegfeld's American Revue of 1926). w.. Gene Buck. m. Radolf Friml. Harms. Inc., cop. 1926.
Following the Sun Around (Ria). w. Joseph McCarthy. m., Harry Tierney. Leo Feist, Inc., cop. 1926. 1926

op. 1926.
For My Sweetheart. w., Gus Kahn. m., Walter Donaldson. Jerome H. Remick & Co., cop. 1926.
Gentlemen Prefer Blondes (Queen High). w., B. G. DeSylva. m., Lewis E. Gensler. Harms, Inc., cop. 1926.
"Gimme" a Little Kiss, Will "Ya" huh? w., m., Roy Turk, Jack Smith and Maeco Pinkard. Irving Berlin. Inc., cop. 1926.
The Girl Friend. (The Girl Friend). w.. Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1926.

1926.
The Girl Is You and the Boy Is
Me (George White's Scandals). w.,
B G. DeSylva and Lew Brown. m.,
Ray Henderson. Harms, Inc., cop.

Ray Henderson. Harms, Inc., cop. 1926.
Hello, Aloha! — How Are You?
w. L. Wolfe Gilbert, m., Abel
Baer. Leo Feist, Inc., cop. 1926.
Hello! Swanee—Hello! w., m.,
Sam Coslow and Addy Britt. Henry
Waterson, Inc., cop. 1926.
Horses, w., m., Byron Gay and
Richard A. Whiting. Leo Feist,
Inc., cop. 1926.
How I Love You (Big Boy), w.,
m., Lew Brown and Cliff Friend.
Irving Berlin, Inc., cop. 1926.
I'm Just Wild About Animal
Crackers, w., m., Fred Rich, Sam
Coslow, and Harry Link, Henry
Waterson, Inc., cop. 1926.
I Know That You Know (Oh,
Please!), w., Anne Caldwell, m.,
vincent Youmans, Harms, Inc.,
cop. 1926.

Vincen

cop. 1926.

If 1 Could Be With You One
Hour To-Night introduced in the
flux Flamingo Road, 1949). w., m.,
Henry Creamer and Jimmy Johnson. Jerome H. Remick & Co.,

con, 1926.

In a Little Spanish Town, w. Sam.M. Lewis and Joe Young, m., Mabel Wayne, Leo Feist, Inc., cop. 1926.

It All Depends on You, w., m., B. G. Defsylva, Lew Brown and Ray Henderson, Inc., cop. 1926, Katinka, w., Ben Russell, m., Henry Tobias, Leo Feist, Inc., cop. 1926.

Benny Davis and Con Conrad.
Henry Waterson, Inc., cop. 1926.
Lucky Day George White's
Scandals). w., B. G. DeSylva and
Lew Brown. m., Ray Henderson.
Harms, Inc., cop. 1926.
Ma Curly-Headed Babby. w., m.,
George H. Clutsam. London. Chappell & Co., Ltd., cop. 1926.
Mammy's Little Kinky Headed
Boy. w., Joseph M. White. m.,
George J. Tinkaus. M. Witmark &
Sons, cop. 1926.
Mary Lou. w., m., Abe Lyman.
George Waggner and J. Russell
Robinson. Henry Waterson, Inc.,
cop. 1926.
Me Too. w., m., Harry Woods,

Me Too. w., m., Harry Woods, Charles Tobias and Al Sherman. Shapiro, Bernstein & Co., Inc., cop. Mississippi. Suite for piano. m., erdie Grofe. Leo Feist, Inc., cop.

1926.

Moonlight on the Ganges. w., Chester Wallace. m., Sherman Myers. Harms, Inc., cop. 1926 by Cecil Lennox & Co., Ltd., London.

Mountain Greenery (Garrick Galeties). w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop.

Number of title: El Maria Amily Amily Openia Maria Mar

My Toreador—Spanish title: El Relicario. English words, William Cary Duncan. m. Jose Padilla. Haruns, Inc., cop. 19926.

Harins, Inc., cop. 1892b.

One Alone (The Desert Song).
w., Otto Harbach and Oscar Hammerstein, 2nd. m., Sigmund Romberg. Harms, Inc., cop. 1926.

Our Director. March. m., F. E. Bigelow. Boston: Walter Jacobs,

Bigelow. Boston: Inc., cop. 1926.

Inc., cop. 1926.

Play Gypsies — Dance Gypsies (Countess Maritza). w., Harry B. Smith. m., Emmerich Kalman. Harms, Inc. cop. 1924 by W. Karczag; cop. 1926 by Harms, Inc.

Poor Papa—He's Got Nuthin' at All. w., Billy Rose. m., Harry Woods.

Irving Berlin, Inc., cop. 1926.

Woods, Irving Berlin, Inc., cop. 1926.

The Ranger's Song (Rio Rita). w., Joseph McCarthy. m., Harry Tierney. Leo Feist, Inc., cop. 1926.

The Riff Song (The Desert Song). w., Otto Harbach and Oscar Hammerstein. 2nd. m., Sigmund Romberg, Harms, Inc., cop. 1926.

Rio Rita (Rio Rita). w., Joseph McCarthy. m., Harry Tierney. Leo Feist, Inc., cop. 1926.

Say It Again. w., Harry Richman. m., Abner Silver. Irving Berlin. Inc., cop. 1926.

The Sleigh. w., Ivor Tchervanow. m., Richard Kountz. G. Schirmer, Inc., cop. 1926.

Sleepy Head. w., m., Benny Davis and Jesse Greer. Shapiro, Bernstein & Co., Inc., cop. 1926.

Someone to Watch Over Me (Oh, Kayl). w., Ira Gershwin. m., George Gershwin. Harms, Inc., cop. 1926.

Sunny Disposish (Americana).

(Oh, Kay!). w. Ira Gershwin. m., George Gershwin. Harms, Inc., cop. 1926.

Sunny Disposish (Americana). w. Ira Gershwin. m., Philip Charig. Harms, Inc., cop. 1926.

Taniani Trail. w., m., Cliff Friend and Joseph H. Santly. Jerome H. Remick & Co., cop. 1926.

Ting-a-Ling—The Waltz of the Bells. w., Addy Britt. m., Jack Liftle. Henry Waterson, Inc., cop. 1926.

A Tree in the Park (Peggy-Ann), w., Lorenz Harf, m., Richard Rodg-ers, Harms, Inc., cop. 1926, Valencia (Introduced in the re-

k Irenderson. Inc., cop. 1926, Katinka. w. Ben Russell. m. Henry Tobias. Leo Feist, Inc., cop. 1926.

A Little Birdie Told Me So (Peggy-Ann), w. Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1926 by Francis Salabert, Harms, Inc., cop. 1926.

The Little White House—at the End of Honeymoon Lane (Honey moon Lane), w. m., Eddie Downling and James F, Henley, Shapiro, Bernstein & Co., Inc., cop. 1926.

Harms Inc., cop. 1926 by Harms, Inc., cop. 1927.

Bill (Show Boat), w., P. G. Bill (Show Boat), w., P. G. Well Have a Kingdom (The Wildermotz, Ed.), p. 1926.

We'll Have a Kingdom (The Wildermotz), Rudolf River, w., M. Irving Berlin, Inc., cop. 1927.

Blue Skies. w., m., Irving Berlin, Inc., cop. 1927.

By the Bend of the River, w., String Harms, Inc., cop. 1926 by Harms, Inc., cop. 1926 by Harms, Inc., cop. 1926.

By the Bend of the River, w., M., P. G. Well Have a Kingdom (The Wildermotz), P. String Berlin, Inc., cop. 1927.

Broken Hearted, w., m., Eddie Downling and James F, Henley, Shapiro, Bernstein & Co., Inc., cop. 1926.

DeSylva, Inc., cop. 1927.

Broken Boat), w., P. G. Bill (Show Boat), w., P. G. Bill (Show Boat), w., P. G. Well Have a Kingdom (The Wildermotz), P. G. Bill (Show Boat), w., P. G. Bill (Show B

Boheme Verlag; cop. 1926 by Harms, Inc.

Harms, Inc.
When the Red, Red Robin Comes
Bob, Bob, Bobbin' Along. w., m.,
Harry Woods. Irving Berlin, Inc.,
cop. 1926.
When'd You Get Those Eyes?

Harry Woods. Irving Berlin, Inc., cop. 1926.

Where'd You Get Those Eyes?

W., m., Walter Donaldson. Leo
Feist, Inc., cop. 1926.

Where Do You. Work-a. John?

W., m., Mortimer Weinberg, Charley,
Marks and Harry Warren. Shapiro,
Bernstein & Co., Inc., cop. 1926.

Why Do I (The Girl Friend).

Lorenz Hart. m., Richard Rodgers.

Harms, Inc., cop. 1926.

Yankee Rose. w., Sidney Holden.

M., Abe Frankel. Irving Berlin,
Ilin., cop. 1926.

The younger generation was re-ferred to as "flaming youth." For every 100 marriages there were 15 divorces, or a ratio of

For every 100 marriages there were 15 divorces, or a ratio of about seven to one.

Aimee Semple McPherson disappeared off a bathing beach and made headlines. Her temple meantime was packed.

Rudolph Valentino died, and a crowd of a dozen city blocks jammed traffic at the funeral.

Gertrude Ederle conquered the English Channel in 14 hrs., 31 mins.

Gene Tunney took Jack Dempsey's heavyweight crown after 10 rounds (decision) in Philadelphia. The gate was \$1,900,000.

Chain stores grew by leaps and bounds. So did installment selling. Nearly 2,000 persons died of poison liquor. Bootleg prices pegged Scotch at \$48 a case; rye (very bad quality) \$85; champagne (real) \$95; beer (needle) \$38.

The Black Bottom took its place alongside the Charleston.

Gilda Gray (in vaudeville) and Clara Bow (in the film "It") became symbols.

From out of the sea came a hurricane that blew a path of destruction across Florida and its thriving real estate developments. With the hurricane the Florida boom collapsed.

hurricane the Florida boom col-lapsed.
"Peaches" Browning sued E. W. Browning for separation and the tabloid newspaper went to town. Phonograph records were an endless succession of hillbilly mu-

endiess succession of minimity ma-sic.
Radio grew bigger and stouter.
In November, the National Broad-casting Co. designated WEAF and WJZ (both New York) as key sta-tions for parallel chains, of which Merlin Hall Aylesworth was presi-dent. Meantime Washington, aware of the tremendous clamor for wave-lengths, got ready to set up a Fed-eral Radio Commission to put some order into the rising chaos.

lengths, got ready to set up a Federal Radio Commission to put some order into the rising chaos.

It was clearly apparent that vaudeville was on the downgrade. Continuous vaudeville was virtually all that was left of the 40-year-old giant, and trade papers laid the blame on theatre owners who bought their entertainment by the can, and on vaudeville itself, which had failed to take cognizance of changing times.

Contract bridge began to edge out auction bridge.

Plays of the year included "Chicago" (Francine Larrimore), "Gentlemen Prefer Blondes," "Queen High," "The Desert Song," "The Constant Wife" (Ethel Barrymore), The Silver Cord" (Laura Hope Crews) and "The Great Gatsby."

Among the films were "Ben-Hur" (Ramon Noverne Francie V. Bush

Gatsby."
Among the films were "Ben-Hur"
(Ramon Novarro, Francis X. Bushman, May McAvoy), "What Price
Glory?" (Victor McLaglen, Edmund
Lowe and Dolores Del Rio) and
"Beau Geste" (Ronald Colman).
Among the Wampas stars appeared
Mary Brian, Dolores Costello, Joan
Crawford, Fay Wray, Janet Gaynor, Mary Astor and Dolores Del
Rio.

1927

Among My Souvenirs. w., Edgar Leslie. m., Horatio Nicholls. De-Sylva. Brown & Henderson, Inc., cop. 1927 by The Lawrence Wright Music Co., London; assigned 1927 to DeSylva, Brown & Henderson, Inc.

Are You Lonesome Tonight. w.,
m., Roy Turk and Lou Handman.
Irving Berlin, Inc., cop. 1927.
At Sundown. w., m., Walter Donaldson. Leo Feist, Inc., cop. 1927.
Away Down South in Heaven.
W., Bud Green. m., Harry Warren.
Shapiro, Bernstein & Co., Inc., cop.
1927.
The Bernstein

The Best Things in Life Are Free (Good News). w., m., Bud G. De-Sylva, Lew Brown and Ray Henderson, DeSylva, Brown & Henderson, Inc., cop. 1927.

Can't Help Lovin' Dat Maa (Show Boat). w., Oscar Hammerstein, 2nd. m., Jerome Kern. T. B. Harms Co., cop. 1927.
C'est Vous-H's You. w., m., Abner Greenberg, Abner Silver and Harry Richman. Irving Berlin Inc., cop. 1927.
Chloe. w., Gus Kahn. m., Neil Moret, San Francisco: Villa Moret, Inc., cop. 1927.
Dancing Tambourine. Plano solo. m., W. C. Polla. Harms, Inc., cop. 1927.
Dancing the Devil Away G.

m., w. C. Polla. Harms, Inc., cop. 1927.

Dancing the Devil Away (Lucky, Afterwards Introduced in the Film: The Cuckoos). w., m., Oth Harbach, Bert Kalmar and Harry Ruby. T. B. Harms Co., cop. 1927.
Dear Eyes That Haumt Me (The Circus Princess). w., Harry B. Smith. m., Emmerich Kalman, Harms, Inc., cop. 1926 by Emmerich Kalman, Julius Brammer & Alfred Grunewald; cop. 1927 by Harms, Inc.

Diane (Film: Seventh Heaven). w., m., Erno Rapee and Lew Pollack. Sherman, Clay and Co., cop. 1927.

The Doll Dance, Piano solo. The The Poll Dance, Piano solo.

w., m., Erno Rapte and Lew For-lack. Sherman, Clay and Co., cop. 1927.

The Doll Dance. Piano solo. m., Nacio Herb Brown. San Francisco: Sherman. Clay & Co., cop. 1927.
East of the Moon, West of the Stars. w., Fleta Jan Brown. m., Herbert Spencer. M. Witmark & Sons, cop. 1927:
Funny Face (Funny Face). w., Ira Gershwin. m., George Gershwin. New World Music Corp. cop. 1927.

win. New World Music Corp. cop.
1927.
Gid-ap, Garibaldi. w., Howard
Johnson and Billy Moll. m., Harry
Warren. Shapiro, Bernstein & Co.,
Inc., cop. 1927.
Hallelujah! (Hit the Deck). w.,
Leo Robin and Clifford Grey. m.,
Vincent Youmans. Harms, Inc.,
cop. 1927.
Here Comes the Show Boat (film:
The Show Boat). w., Billy Rose, m.,
Maceo Pinkard. Shapiro, Bernstein
& Co., Inc., cop. 1927.
The House by the Side of the
Road. w., Sam Walter Foss. m.,
Mrs. M. H. Gulesian. Boston: Oliver Ditson Co., cop. 1927.
I'm Looking Over a Four Leaf
Clover. w., Mort Dixon. m., Harry
Woods. Jerome H. Remick & Co.,
cop. 1927.
'I Just Roll Along, Havin' My Ups
and Downs. w., Jo' Trent. m.,
Peter DeRose. Irving Berlin, Inc.,
cop., 1927.

cop., 1927.

(Continued next week)



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SAILBOAT IN THE MOONLIGHT

CRAWFORD

Schine Circuit Will Resume Vaude Policy With 100 Dates in 33 Houses

The Schine circuit is preparing or resume vaudeville Sept. 18 or swith a route comprising 32 theorems with a route comprising 32 theorem 100 and 110 days. The schines haven't yet decided which houses will get the stageshows, but it's definite that operations will be onsiderably larger than last year. Indications are that most towns will average three days weekly as against two of last year. Number of houses will be upped during the vaude season since it's been the Schine policy to increase the mount of playing time if test situations are profitable.

The circuit, in addition to split week, with Syracuse on a spot basis. It's likely that bookings will be arranged so that there will never be more than one show in that town simultaneously. Loew and RKO are also shuttling vauders into that city.

Most of the playing time will be

are also shuttling vauders into that city.

Most of the playing time will be in New York state. There will be two weeks in Ohio, and various dates in Kentucky and Delaware. The Schines are currently in the process of divesting some of their theatre properties in compliance with terms of a Government decree. Although they have three years in which to relinquish some houses, much of the intervening raudeville's pulling power in the houses they'll retain. Consequently, it's certain there will be some switches made during the season.

RKO'S 6 VAUDERS, **MOST ON SPOT BASIS**

For the first time since the lush Keith-Albee days, the RKO circuit has six weeks of vaudeville going has six weeks of vaudeville going imultaneously. Chain currently has shows in New York. Boston, Syracuse, Cincinnati, Cleveland and Kansas City. Only New York and Boston play shows weekly. Others are on a spot basis.

Chain currently has two Palace units on the road and is expected to start casting a third show shortly.

Hearst Promoters Pay For 'Free' Entertainment

American Guild of Variety Artists took \$2,859 from the Los Angeles Herald-Express and the Examiner, Hearst sheets, last week as pay for Milton. Berle and Tony Martin for staging free entertainment between halves of a professional football game promoted by the newspapers. the newspapers.

the newspapers.

Eddie Rio, Coast chief of the union, moved in on the papers after Vince Flaherty, sports editor of the Examiner, had cornered Berle in a restaurant and put the muscle on him to appear gratis. Rio at first tried to have Dave Brandman, promotion director for the papers, clear the game, a charity affair, with Theatre Authority and pay TA 15% off the top of the net, but Brandman preferred to pay for talent instead.



JERRY LEWIS

at CIRO'S

Hollywood "Thanks to JOE ROLLO"

Act Changes Tag When Martin & Lewis Protest

Martin & Lewis Protest

Hollywood, Aug. 16.

Art Lewis and Dick Martin, vaude and nitery comedy team, have been forced to change their billing to Richards and Martin. Switch was made at a split-week stand at vaudfilmer Strand, in Long Beach, last week, due to demands of Martin and Lewis, nitery act.

Art Lewis and Dick Martin have trouped under that billing for seven years, prior to the time Dean Martin and Jerry Lewis joined

Vaude to Be Forced **On Mex Cinemas**

Mexico City, Aug. 16.

Looks like vaude will be enforced pronto for all cinemas in Mexico that have stages. Plans for that, are being made by the national cinematographic industry workers union (STIC), pioneer pic labor organization, which controls the cinemas as all their unionized help, the majority, belong to it. Idea is more jobs for members, though STIC is lining up talented amateurs, among the m prize-fighters, traffic cops and manicurists, for vaude.

Cinemas dropped vaude just before the war when pix began to bring biz big enough to make the houses exclusively film. But with generally decreased trade, some exhibitors have regarded kindly the idea of variety to hypo boxoffice. But the fact that STIC is taking on ams for this vaude is seen as indicating that flesh shows won't be for pic players (STPC), practically all of whom belong to STIC's rival union, the picture production workers, organized six years ago by six locals, dominated by players, botting STIC.

Understood that this vaude will be exclusively Mexican because of the weak peso, 8.65 per dollar, precluding top-drawer foreign entertainers because they insist upon pay in dollars. However, it is considered that some U. S. and other alien vauders liking a working vacation down here might consent to pay in pesos. Understood STIC has no objection to imported acts, though it doesn't like STPC folk.

The three local vaude-revue theatres, Follies, Tivoli and Lirico, profess not to be worried by this plan, contending that they are sufficiently strong in their field. Follies and Tivoli use a fair number of foreign entertainers, many of whom double in niteries.

Heat Wave, Transients, Hypo Biz in Atlantic City

Atlantic City, Aug. 16.
City officials here, including Mayor Joseph Altman, believe that the past two weeks have set new attendance records.
Scurrying from the city to escape the sweltering mid-summer heat, excursionists, in addition to vacationists, have given the resort its biggest crowd in years. The ocean has afforded them relief and the beaches have been packed. All amusements, restaurants aniteries have been enjoying boff niteries have been enjoying boff

niteries have been enjoying bon-biz.

Clear weekends have also helped. The resort has not had a rainy weekend this season. The past one looked bad, but rain clouds disappeared in mid-morning and a cool breeze from the north-west made the weather ideal, cool and clear.

Merle Jacobs' New Berth

Merle Jacobs' New Berth
Merle Jacobs, who recently resigned as head of the Cleveland
office of Music Corp. of America,
has been named promotion manager of the Epstein chain of hotels.
Although an experienced talent
buyer, Jacobs will not handle ac's
or bands. Chain president Jules
Epstein will continue in that post.
Epstein chain includes the Hollenden, Cleveland; Deschler Wallick, Columbus, and the Congress,
Chicago.

AGVA PUTS GOLDEN,

RENO, ON BLACKLIST Hollywood, Aug. 16.

Hollywood, Aug. 16.
Golden Hotel, Reno's largest nitery operation, has been placed out of bounds by Eddie Rio, American Guild of Variety Artists' Coast rep, because the hotel will not sign a minimum basic agreement with the vaude union. Rio has notified all local talent managers, agents and bookers that acts cannot be spotted into the Reno hostelry.

Rio says an act will be permitted

Rio says an act will be permitted to work in Reno seven nights weekly if its salary is over \$200. All lesser-priced turns can work only six nights unless given extra

Sexy Shows Bumped From Mpls. Fair, But OK'd on State Display

Minneapolis, Aug. 16.
County fairs throughout the state are, in most instances, putting thumbs down on Midway girl shows as a result of the "heat" they've caused the past few years. The Brown county fair at New Ulm, Minn., for example, had the fair board itself and the farm bureau put their advance stamp of approval on the Midway shows which they inspected at Cresco, Ia. There were no girl shows.

The reason why the farm bureau state fair, however, for the head had her shows on its Midway. She was the biggest drawing card at Cresco, la, the state fair, however, for the head had her shows on its Midway. She was the biggest drawing card at Cresco, la, the state fair, however, for the head had her shows on its Midway. She was the biggest drawing card at Cresco, la, the state fair, however, for the head had her shows on its Midway. She was the biggest drawing card at Cresco, la, the state fair, however, for the head had her shows on its Midway. The state fair, however, for the head had her shows.



Only thing to top the recent heat cheering to the present AGVA setwave is the torrid tension among up, since it's long been an open the top echelon of American Guild secret that Price is far from being of Venicus Artists of Variety Artists anent the results of its annual election, now under way, and with ballots due in for counting by the Honest Ballot Assn. Sept. 9. Main concern centers around the presidency, merely a formality in last year's race since Gus Van made it without opposition. However, it's a three-way tussle this year, with Georgie Price and Jackie Bright opposing Van. reputedly drafted after declining the nomination at the Chicago convention last spring. It was Van's decision then more than anything else that prompted Price to accept the nomination at the instigation of rank-and-file members, and delegates to the convention. Later Variety Artists anent the results gates to the convention. Later Bright was chosen by another group, reputedly consisting of a dissident element that has made the summer much warmer for the current administration.

current administration.
Fearing that Price would stand upon his experience and would take things in stride rather than engaging in any sort of vigorous campaign, Bright's backers launched a nationwide campaign in behalf of their candidate. Van was subsequently called in by the present AGVA administration, Dewey Barto, Henry Dunn, et al, and reportedly pressured into becoming an 11th hour candidate to succeed himself.

With the turn of events, Price With the turn of events, Price was for withdrawing from the race, but after being assured by a major element of the union that he should not withdraw "in the best interests of AGVA," he is now determined to make the run. While Price is not flooding the membership with campaign literature, as are the Bright supporters, his backers are quietly electioneering in his behalf. Van is doing little, if anything, to solidify his position in the race. Thereis doing little, it anything, to solidi-ty his position in the race. There-fore it looks like the real contest narrows down to Price and Bright. Price adherents are sanguine he'll nose out Bright in the final count. This would be far from

CAPITOL, N. Y.

Diamond Horseshoe

NOW Mat.: MARK LEDDY

up, since it's long been an open secret that Price is far from being in accord with their handling of major union matters and would major union matters and wound consequently pitch for a streamlin-ing of execs if elected. Bright hasn't always seen eye to eye with the toppers either, but from grape-vine reports emanating from the toppers either, but from grape-vine reports emanating from AGVA's inner sanctum, they are less fearful of Bright's chances than Price's. It's figured that any votes cast for Van would come mostly from members previously pledged to Bright but making the switch to Van when latter decided to run. Price is figured to get his great majority from those who didn't bother to vote in last year's election, but plan to do so this year in hopes of bringing about reforms in the administration that Price has sought even before be-Price has sought even before becoming a candidate. It is deemed certain he will clean house if elected.

BILLIE HOLIDAY SETS APOLLO, N. Y., DATE

Billie Holiday, Negro songstress, has been set to headline bill at the Apollo theatre, N. Y., starting Friday (19). Some weeks ago, when set to play the now defunct Royal Roost, date was nixed by the N. Y.

police because of ner being out on bail on a narcotics charge. She was later acquitted of the rap. Songstress may play Bop City following her Apollo stand, al-though contracts are yet to be

Icer's Boff Biz in Long Run at Stevens Hotel, Chi

Run at Stevens Hotel, Chi Chicago, Aug. 16.
"Skating Circus," ice show at Boulevard Room, Stevens hotel, has chalked up over 75,000 tabs, since its opening, April 15. New ice show opens Sept. 9 and it's expected that the 100,000 mark will be reached before current edition closes. Merriel Abbott, producer for the Hilton hotels, claims current revue is most successful in the history of the Boulevard Room.

Frankie Masters stays on through the next show, pulling out of the room Jan. 1, 1950, after 14 months.

Deserts Cafe for Baton

Pittsburgh, Aug. 16.

Mickey Ross, veteran Pittsburgh maestro who retired from the music business couple of years ago to buy and operate the Flamingo Hotel in nearby Coraopolis, Pa., has decided the inn business is for somebody else. He's put the place up for sale and dusted off his baton again.

Ross. however

up for sale and dusted on his set ton again.

Ross, however, won't 'plunge right back into the swim with a large-sized dance band, which he had in the past, but has decided to come back first with a trio.



Grossman-Duffy Setting

Up Flash Act for Vauders
Opening up of vaude playing
time is cueing a revival of production acts. First flash act to be produced in years is being set by
agent Al Grossman and line producer Kathryn Duffy.
Grossman will petition American
Guild of Variety Artists for a
better deal on rehearsal time for
productions acts. He claims that
under union's current schedule it's
impossible to produce such type
acts. He declared that with
changes in current regulations, a
chorus girl can get more continuous employment.

Howard Collapses At Steel Pier, A.C., Vauder; To N.Y. for Treatment

Atlantic City, Aug. 16.

Atlantic City, Aug. 16.

Joe E. Howard, appearing here in Steel Pier vaudeville, collapsed in the wings Saturday night (13) and was unable to play his final show. He refused hospital treatment and was taken to his hotel room, leaving for New York for treatment by his family physician the following (14) afternoon.

Howard had been appearing all week dressed in evening clothes for ive shows daily in some of the hottest weather this city has experienced in years. Vauder has no air conditioning system. Pier reported him suffering from stomach ailment aggravated by fatigue. He had celebrated his 83d birthday last week last week.

When he was unable to do his final show, Jean Carroll, also playing bill, announced his inability to

Saranac Lake By Happy Benway

Saranac, N. Y., Aug. 16. Joseph Fallon checked in as a

Joseph Fallon checked in as a newcomer.
Harry (Slipfoot) Cliffon, exRogerite, now employed by Lyons,
N. Y., newspaper.
Andy Grainger (Shea Circuit)
planed in from Boston, Mass, for annual checkup. After a weeks vacation hell return to work.
Audrey M. Lumpkin doing a rest period at the Bergen Pines, Paramus, N. J., is showing nice progress.

amus, N. J., is showing nice progress.
Robert J. Goldstein, theatrical attorney and ex-Rogerite, in for a two-week vacash at the Brown Lake camp, accompanied by Dr. and Mrs. M. W. Goldstein of N.Y.C. Joe Phillips all agog over visit from Walter Hoyer and Norman Hasselo, of United Artists, and Gertrude Swenson.
Sam LaBalbo got his first down town O. K. out-of-the-san, while enchoying some time out with his frau, who motored in to vacash with him.
Mabel (Legit) Burns and Helen Peleckowicz checked out of the infirmary and upped for meals and mild exercise.
The Irving Wilburs in for vacastion and checking, given an alligate of the control of the c

The Irving Wilburs in for vacation and checkup, given an allicear. Ditto for Ivy Richie, who will take a couple weeks of Adirondack air before returning to NYC.

Henrietta N. Allen, secretary of Legendre theatre circuit, Summerville, S. C., in for a rest period.

Joanne Branson, formerly of Radio City Music Hall Ballet, who summers here, giving two weekly dancing lessons for the kiddles at the William Morris Memorial Park.

Louis (IATSE) Saitta, motored in from N.Y.C. to visit Jolin Nolan and Victor Gamba, who are perting up OK.

and Victor Gaillea, who have up OK.
Fanny Gaiser, celebrated her birthday at the bedside of her husband Edwin (IATSE) Gaiser, who is flashing good reports.
Write to those who are ill.

Shelburne's Act Policy

The Shelburne botel, N. Y., formerly the Sheraton, will open Sept. 29 with entertainment format similar to the Blue Angel and Ruban Bleu. Initialer will have Thelma Carpenter, Mervyn Nelson, Stan Fisher, plus another act and a musical trio.

Spot will be booked by Freddie Fields, out of the Abner Greshler office.

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Grossman-Duffy Setting Up Flash Act Tor Vauders More Woes Plague Pitt Booker After Park Counts Him Out of Promotion

Pittsburgh, Aug. 16.

Troubles which have piled up over the years for Don D'Carlo, Pittsburgh booker, hit a new high last week when a promotion he has been working on for two years was taken out of his hands.

In past, D'Carlo has been in plenty of front-page hot water; the guy seems to have a penchant for being on the wrong end. He got a lot of unfavorable publicity in connection with his management of Joan Barry, following the Charlie Chaplin fuss; his handling of the Pittsburgh franchise for the Miss America contest, and only last year over the Mrs. America eliminations here, which resulted lin the spot where it was held

LONG TACK SAM BACK TO HIS NATIVE CHINA

Long Tack Sam, vet Chinese prestidigitator. was in New York on a brief visit with the A. J. Balabans and his son-in-law, but is nowen route back to Shanghai where he owns two theatres. Oriental magico piled up funds in many lands during his worldwide variety tours, and also acquired sundry business interests, such as a notable Chinese restaurant, one of the few. in London.

able Chinese restaurant, one of the few, in London.

He is married to a Viennese, and the Occupation authorities are now rehabilitating his wife's family's estate at Lintz. Austria, before returning it to Mrs. Sam. It was first occupied by the Nazis and later by the Allies as a GHQ.

L. T. Sam's two daughters were both in his act. The one who married a cement manufacturer in Larchmont is returning with her husband to China, in two weeks, after disposing of their house. The

husband to China. in two weeks, after disposing of their house. The other is already back in Shanghai. Sam piled up liquid funds in Australia, South Africa, England as well as on the Continent during his tours. He always favored playing percentage as insurance for mutual satisfaction with the sundry theatre managers, and if he did business he walked out with a chunk of coin. Most of these funds have been lying dormant since be-

chunk of coin. Most of these funds have been lying dormant since before the war.

Chinese magi's close friendship with Carrie and A. J. Balaban dates back to the old Balaban & Katz days in Chi.

Midwest Dates

Chicago, Aug. 16.

Katherine Fay is re-forming the Five Fays, which disbanded after the death of Billy Wells, founder ... Willie Shore opens at the Carnival, Minneapolis, Sept. 15... Palace, Rockford, Ill., resumes weekend vaude Sept. 23 with Sam Roberts office again booking... Jack Soo into the Stork Club. Shreveport, La., Aug. 19 and across the way at the Washington Youree hotel, Betty Hill starts Aug. 29. Flame Room and Turin Inn, Sioux City, shuttered last week because of alleged liquor violations. Harry Mayer, Warner vaude booker, in viewing talent for the Strand, N. Y., for next month. Riverside, Milwaukee, resumes vaude schedule with Bob Crosby orch, Gene Sheldon and Jacques Gordon Sept. 1... Johnny O'Brien into the Henry Cryaty, Atlanta, Sept. 8.. Lenny Colyer set for Helsings, Aug. 19 Martells & Mignon booked for Fox theatre, St. Louis, Aug. 25 Rodenkos into the Thunderbird, Las Vegás, Sept. 15... Tweet Hogan signed Nancy Evans and Gloria Hart, singers, to exclusive contracts.

Ella Logan tapped for the Beverly Hills Country Club, Newport, Ky., Sept. 12.

(Mercur's Music Bar) having its

honorary supporters. However, Junior Chamber pulled out year ago, but D'Carlo, nevertheless, went ahead on his own, giving out franchises in flock of key centers.

This summer, as time neared for the finals at West View Park, lid blew off. Better Business Bureau got after D'Carlo, insisting he was using names of honorary committeemen without their consent. They in turn protested that they had given permission to use their names two years ago when contest had the backing of the Junior Chamber but that they were unaware that they were till on the letterheads after that organization had pulled out. D'Carlo said he saw no reason why he had to change his stationery, inasmuch as the men had originally consented. On top of that, Jimmy Fidler, honorary national chairman, withdrew, too, because of all the unfavorable publicity.

West View Park said it would have no part of the promotion. That happened just a few days before Junior Miss America contestants from all over the country were due in town for the finals. Finally, D'Carlo appealed to West View to proceed as "a moral obligation," and following conferences with police and BBB, park agreed to take over the entire affair itself providing D'Carlo pulled out completely and had no hand in anything.

pletely and had no hand in any

pietely and had no hand in any-thing.

To that, he agreed so contest could go on. That didn't however, eliminate D'Carlo's later man-agerial contracts with the win-

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Litman Taking Over

Cleve's Swank Mounds Club Plans Court Action to Pry Padlocking

Columbus, O., Aug. 16.

While the Mounds Club was planning legal action and spending over \$30,000 on repairs in an effort to overcome state closing order because of alleged fire hazards, the Jungle Inn in Trumbull County, near Warren, over the weekend became the second target of Governor Frank J. Lausche's attack on the swank night clubs of the state where gambling is the alleged chief attraction.

State liquor agents, Saturday (13) carted away about \$35,000 worth of gaming equipment from the Jungle Inn, and also guarded \$30,000 in cash seized in a surpriseraid that routed 1,000 patrons and brought arrest of 20 persons said to be employed by the club. All 20 were released in bail. Fire Marshal Harry J. Callan last week (11) rejected an appeal of the Mounds Club from his order, issued July 16 on the grounds that the club building was unsafe and constituted a fire hazard, and said the padlock order would remain in force until the Ohio Department of Industrial Relations building inspection division would approve the plans for correction. However, State Director Albert A. Woldman said that he would not approve the club for reopening even if repairs meet state building requirements. "We will make them go into court and prove they are operating a legitimate business," Woldman declared.

Mounds Mandamus

Tom McGinty, operator of the

Mounds Mandamus

Mounds Mandamus
Tom McGinty, operator of the
Mounds club, through his counsel,
Richard J. Moriarty, indicated he
would file a mandamus action to
force the state to lift the padlock
if the state building inspection
division refuses to approve the alteration plans. Proposed changes
would include building new exits,
new stairways, and raising the
ground level.

Trial of two Mounds Club employees opened in Painesville Aug.

15. Thomas Farley, 56, manager, and Emil R. Rehart, bartender, were jointly charged with illegal possession of liquor. Farley also was charged with obstructing an

GEORGE-ANDRE

he Man With the

Dancing Fingers Returning from 6 Months Tivoli Circuit, Australia

after

FRAN GREGORY

Youthful Song Stylist Currently 10th Month

8 Months, Ken Murray's Black Thanks to Hershey Martin M.C.A.

officer and keeping a place where intoxicating liquor is provided. Following the trial of these two, Norman Petite, sr., a guard, will be tried for assault and battery and interfering with an officer and his son, Norman, Jr., another guard, will stand trial on similar charge. All four were arrested July 9.

Larry Adler Flies In From London for Date With Cleve. Symphony

Cleveland, Aug. 16. Out of gratitude for a past favor, Out of gratitude for a past favor, Larry Adler, the harmonica virusos, flew nearly 8,000 miles from London to Cleveland to play in a pop concert here last week. Immediately following him guest-starred appearance with the Cleveland Summer Symphony Orchestra he hopped aboard another plane and headed back to England, where he resumed his European music hall and concert tour.

"I wouldn't make this 16,000-mile round trip for anybody else but Rudolph Ringwall, conductor of Cleveland's summer pops," Adler said. "Dr. Ringwall gave me my first chance to break into the concert field here in 1941, when other longhair directors scoffed at the idea of a mouth-organ blower being spotlighted in a symphonic group."

Cleveland Musical Arts Associa-

group."

Cleveland Musical Arts Association, series' sponsors, had hoped to present Adler earlier this season but plan was temporarily stymied by commitments artist had with London Philharmonic orches-

tra.
Finding he had a couple of days Finding he had a couple of days open between his dates in England he wired his old friend Ringwall that he would be able to fly here last Wednesday. Appearance as soloist at civic auditorium drew 6,000, one of the largest crowds in the history of the local pop concerts. Sponsors footed all of harmonica star's transportation expenses and virtually gave him key to the city.

400G Advance for 0.&J. Show at Canadian Fair

Toronto, Aug. 16. Olsen and Johnson's 12-day a pearance at the Canadian National Exhibition has been completely sold out in advance. CNE has taken ads in local papers declaring

seats are no longer available for the comics' showings. Run is slated to start Aug. 28.

Gross has hit the \$400.000 mark and exceeding take of last season. This year, the CNE enlarged its sladium to a 23,000 seating ca-nacity.

Lena Horne's Nitery Date

Lena Horne's Nitery Date
Hollywood, Aug. 9.
Lena Horne opens at the Don
Carlos Casino. Winnipeg, Aug. 22,
on the first leg of a six-week tour.
She follows with two weeks at
Club Carnival. Minneapolis, and,
then goes to the Chase hotel, St.
Louis, for the windup. This is
her first jump through that tervitory.

Vic Damone signed for a Loew tour. Set for Washington, Sept. 1 with Buffalo, Sept. 15 and others to follow.

Pittsburgh, Aug. 16. Sale of Hollywood Show Bar downtown will be announced some time next week when 101-day suspension of spot's liquor license ends. Oasis got the works from State Liquor Control Board on flock of charges, including solicitation by known prostitutes on the premises.

remises.

Purchaser will be Len Litman, ho currently operates the Copa and the Carnival Lounge. Holly-

rurenaser will be Len Litman, who currently operates the Copa and the Carnival Lounge. Hollywood Show Bar will be the new site of latter place, which has long been the music center for the local jazz devotees. Understood Dizzy Cilleenie has already been the

been the music center for the local jazz devotees. Understood Dizzy Gillespie has already been contracted as the opening attraction, in early October.

Building housing Carnival Lounge was sold some time ago and Litman would be forced to vacate the location in a very short time anyway.

Warners Mull Divers Policies For N.Y. Strand

Warners' Strand theatre, N. in returning to stage shows start-ing Sept. 2 provides further proof that circuits as well as indie operators must become showmen instead of merely exhibitors. Waring Sept. 2 provides further proof that circuits as well as indie operators must become showmen instead of merely exhibitors. Warners learned their lesson in the case of the Strand in a remarkably short time. Theatre dropped live presentations July 8 and with failure of the straight picture policy, has decided to return to various forms of stage shows.

Opening presentation will be the Xavier Cugat band and will most likely be followed by "Salute. Gershwin," which originated at the Sherman hotel, Chicago, and has since been doing well in other spots.

the Sherman hotel, Chicago, and has since been doing well in other spots.

Strand's idea is to fluctuate the type of shows in order not to be tied down to any specific format. They're starting off with a band show in order to pick up the type customer that formerly patronized the house. The Gershwin show will seek another type patron and it's likely that new ideas will be tried from time to time to provide a greater amount of variety than offered in most theatres.

Strand will also change its price policy. Opening will be at 55c with next price change at 90c and a \$1.20 top. Current maximums are \$1.50 and \$1.80.

The Strand's switch is regarded as proof that the Warner hierarchy has a new respect for live talent. Chain, once a leader in vaudeville presentation, has dispensed with all but a few situations. In the case of the Strand, Earle, Philadelphia; and Earle, Washington, grosses dipped terrifically when it went off the stageshow policy.

Return of stageshow policy.

Return of stageshows to many houses throughout the country is regarded as being a factor that will hypo showmanship of exhibitors and house managers. While stageshows have a terrific draw on their own. It's regarded that the same amout of selling must go into the effort of selling the combo bills. RKO and Interstate are currently selling the "Palace type" shows with an intensive publicity campaign. Low circuit stresses names. In all cases, a top gross is the result of a good selling job. Without exploitation and showmanship, the new vaude revival, it's felt, may fade out.

Al (Positively) Shean Passes, Recalling Anew Roaring '20s Refrain

Roaring '20s Refrain
Show biz lost another colorful
tronper Friday 12) in the passing
of Al Shean, 81, who was practically cradled in the theatre, but
was probably best known as having been partnered for years with
the late Ed Gallagher, when he
wowed vaude audiences of the
roaring '20s with their songalog,
"Absolutely, Mr. Gallagher? Positively, Mr. Shean." Although many
thought the novel presentation of
their crossfire act in song was their
own idea, it was really thought up
by Bryan Foy, eldest son of the
late Eddie Foy, who had been appearing with his father, sisters and
brothers in a vaude act. He had
(Continued on page 54)

Litman Taking Over Hollywood Show Bar, Pitt L.A. Orpheum Starts Eight Acts Of Vaude Aug. 31; Talent From N.Y., Chi

Bergen's Hartford Date

The State theatre, Hartford, will resume stageshows with the Edgar Bergen and Ray Noble show, Sept.

Bergen and Ray Noble show, Sept. 2 for two days.

House will be on a Friday and Saturday basis, but will play a third day if suitable attraction is available.

Kalcheim Sees British Comics in Script Snag; Vauders Lead Easy Life

British comedians are handicapped by lack of writers, according to Harry Kalcheim, of the William Morris Agency video dept., who returned last week on the Nieuw Amsterdam from a tour of the Centinent. According to Kalcheim, British comedy scripters cannot be developed as rapidly as in the U. S. because of the fact that there aren't as many radio and film outlets for their writings as in this country.

Despite material, British comedians are doing an outstanding job. Many would be sock in the United States were it not for the fact that they wouldn't be understood in this country because of dialect. The Laneashire and Yorkshire zanies are extremely funny but couldn't easily be followed by American audiences.

American show biz vets continue to be surprised at British entertainments. It's a leisurely life for a performer as compared with the American pacing. Entertainers give two shows daily and none on Sundays. There's still a wealth of playing time in Britain and an American act getting a tour of the provinces and a pantomime can stay there for a year.

Kalcheim declared that the Benny Goodman stand at the Palladium, which ended last week, was reminiscent of the Parameur; the

Kalcheim declared that the Benay Goodman stand at the Palladium, which ended last week, was reminiscent of the Paramount theatre circa 1936, which he booked at that time. Swing, apparently, is still a hot item in that country. Recent business has been slowed down because of the heat wave, but general tone of show business is strong.

\$30,000 Benefit Bill **Expected to Gross 100G**

Expected to Gross 1000

Detroit, Aug. 16.
Eddie Cantor, Edgar Bergen,
Tommy Dorsey, Bob Crosby, Hattie McDaniel, John Connolly, Janet
Blair, the Blackburn Twins and
Rose Suzanne der Derian are expected to gross \$100,000 at the
Knights of Columbus benefit show
for Boysville Foundation of Michigan. The show will be held Friday
(19) at the University of Detroit
stadium which holds 30,000.

Cantor was booked by the William Morris Agency, all the others
via Music Corp. of America. Talent
will cost about \$30,000.

Albany's Vaude Stand

The Colonial theatre, Albany, will install vaude Sept. 15 for a full week on a spot basis. Eight acts will be used. Al & Belle Dow agency is booking.

Dows are also booking the Gaiety Montreal, reopening Aug. 29.

Los Angeles, Aug. 16.
This town will have big-time vaudeville again on Aug. 31, when Sherrill Corwin, operator of the Orpheum, starts a policy of eight acts plus a film. Corwin will bring in acts from New York and Chicago. This will be first time Orpheum has had vaudeville since June 11, 1946, when the vaudfilm policy was discontinued after 13 years.

June 11, 1946, when the vaudfilm policy was discontinued after
13 years.

Decision to relight the Orpheum
stage again is due to rising popularity of vaude and fact that house
hasn't been able to get film product strong enough to keep it
healthy. Price scale for the theatre will be 55, 65 and 95c, four
shows daily.

Management will go in for extensive ballyhoo to announce the
new policy, making use of radio
and television plugs, billboards,
newspaper space and screen trailers. Corwin may also line up a
backstage teevee show tieing in
with the weekly vaude programs.

First two shows will carry no set
budgets, but after that talent will
be bought for about \$4,000 weekly.

Corwin will book four or five turns
from New York and Chicago and
pick up other acts available locally.
Eastern contacts for Corwin are
Mark Leddy, in N. Y., and Charles
Hogan, in Chicago.

Town Casino, Buff, Back To Floorshows Sept. 10

To Floorshows Sept. 10

Buffalo, Aug. 16.

The Town Casino is set to resume floorshows Sept. 10 with the Three Suns as headliners. Rest of the bill includes "Pigmeat" Markham, Adeline Neice, Siep Bros. and Patricia Adair. A 14-girl line is also being set.

Casino expects to use name talent throughout the season and is regarded as one of the more important name buyers in the east.

Jay Marshall into Capitol thea-



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Night Club Reviews

Starlight Roof. N. Y.

(WALDORF-ASTORIA)

The same forthright dansapation, with accent on the melody, as is the trademark of such successful combinations as the Londbardos. Wayne King, Russ Morgan, Sammy Kaye, et al., distinguishes Freddy Martin's terp tunestering during their current semester at .inc Waldorf Roof. It's not accidental that the exponents of "recognize the une" have the best longevity as dance and show bands.

Martin, who inspired the poperack that "he's made more money than Tschaikowsky" by playing that composer's works, still uses the Piano Concerto in B flat as his theme as he and his 18 Martin Men whip out the tempos. Actually, that MM capiton covers the sextet doing the vocalizing — barltone Merve Griffin, trumpeter Stan Wild, trombonist Johnny Cochran, savists Johnny Setar and Andy Kosteias, and guitarist Rex Dennis, They, along with pianist Art Devaney, are featured. The rest of the crew comprises Norman Bailey, Barry McKeehan, Dick Arand on brass; Charles Thompson, Don Pessei; the course, Martin also on sax.

The solid tempos apparently are surefire getter uppers on the floor, and there is enough versatility in all their your formations to augur

The solid tempos apparently are surefire getter uppers on tie floor, and there is enough versatility in all their vocal formations to augur a continuing effective stint when they hit the Capitol on Broadway before returning to the Coast. Incidentally, the Martin orchestra will play the Palladium in L.A. instead of their stronghold at the Ambassador's Cocoanut Grove, as heretofore, due the fact the hotel has gone into a "music impressions" policy (as created by Ernie Byfield at the College Inn, Chicago) and is cutting down on the big band costs.

and is cutting down on the bob band costs.

Per usual the Mischa Borr band is the standby standard, a versatile alternate combo as it has been with each successive name orchestra.

Abcl.

Flame Room, Mpls.

(HOTEL RADISSON)
Minneapolis, Aug. 13.
Jessica Dragonette, Danny Ferguson Orch (9); \$2.50 min.

Jersica Dragonette brings a more distinguished type of vocai artistry than one usually finds in niteries. At this swanky supper club with its intimate atmosphere, her superior thrushing finds a harpy hunting ground.

Miss Dragonette wisely confines her piping to the kind of numbers that have a wide appeal, such as "I Love You," "You're Too Dangerous" (in French), "Wunderbar" from "Kiss Me, Kate" and a trio of "South Pacific" hits, "Some Enchanted Evening," "Bail Hai" and "Wonderful Guy." Encores with "Happy Tonk" and "Gypsy's Lament" for a soiid hit.

Danny Ferguson orch, concluding a long engagement here, again does its chores nicely, playing accompaniments for songstress and providing tunes for customer dancing. A full house at dinner show.

Blue Room. N. O.
(HOTEL ROOSEVELT)
New Orleans, Aug. 12.
Joe Reichman Orch. (12): Landra & Verna, Roger Ray, Gali Gali; \$2 minimum.

This swank nocturnal rendezvous has come up with another beil-ringing show. There is never a let-down or duil moment in the three

ringing show. There is a down or dull moment in the three act bili.

First and foremost is the music of Joe Reichman and his band, held over for a run of four more weeks. The genial "Pagliacci of the Piano" sparks proceedings with his adroit pianoing and generates plenty of audience enthusiasm. He le displays mastery of technique, particularly in his interpretation of tunes such as "Smoke Gels In Your Eyes," "Tea for Two" and others.

Your Eyes," "Tea 10r Iwo and others.

The hand goes sweet and swing with equal ease, displaying their versatility in smooth arrangements of tunes that range from "Tico Tico" to a scintiliating mediey of George Gershwin's works.

The way Reichman keeps the crowd dancing and appiauding is a tribute to his warm personality and showmanship.

a tribute to his warm personality and showmanship.
Opening the floor acts is hardworking comic Roger Ray. After felgning some serious work on the xylophone he proceeds to get involved in zany antics for pienty laughs. But It's his skit of a television announcer demonstrating a liquid product that rocks the room with laughter. Off to heavy applause.

plause.

Landra and Verna make nice ap-

pearance and are a smooth and graceful dance team, sweeping through a series of routines in which they mit a variety of steps and dizzy whirls for neat results. Tastefully costumed, they are an asset to any show.

Gaii Gali, magician, mystifies with an assortment of tricks. He uses coins, chickens, cards and a host of other props to provide plenty of fun. Trick that got most paim pounding is one in which he makes two bills turn up in the center of an orange. It's a switch on the old lemon trick.

Capacity biz when caught.

El Casbah, K. C. (HOTEL BELLERIVE) The Harmonicats (3), Joe Vera Orch (6); no minimum.

In an effort to hold summer biz, the Casbah has boosted its entertainment budget during the summer, and it is paying off. In their stand here the hard-working Harmonicats have upped biz niceiy. And with the Joe Vera orch leading off and closing the show, the patrons get a solid 35 minutes of well-paeed entertainment, twice nightly.

patrons get a soiid 35 minutes of well-paced entertainment, twice nightly.

The orch leads off with Vera featured on the piano in "Rhumba Rhapsody," a booming Afri-Cuban number. Vera, as m.c., then brings on the Harmonicats, and the room is all theirs for nearly 30 minutes. Running through such items as "Lover." "Harmonicates and "Fantasie Impromptu." for a smash start.

They take a second inning then, featuring Al Flore in their established hit, "Peg O' My Heart," then switching to Don Les on their original "The Cat's Polka," and "Little Brown Jug." Head man themes, for rousing applause.

Threesome then runs through a couple of novelties and close with "Hora Staccato" and "Peggy O'Neil." Applause is heavy all the way, and it's well deserved.

Vera takes show back to the band and finishes up with another of his Latin rhythms. More turns like this will mean steady trade for the Casbah.

Peacock Court. S. F. (MARK HOPKINS HOTEL)

San Francisco, Aug. 10.
Dorothy Shay, Ray Hackett Orch
(14); cover \$1.50-\$2.

Dorothy Shay, Ray Hackett Orch (141; cover \$1.50.52.

Dorothy Shay is a big click on repeat date here. A jam-packed house was on hand to give the "Park Avenue Hillbillle" a royai reception. Songstress responded with 45 minutes of songs, ranging from her oid reliables to some newer numbers. For good measure she tossed in a sock bailad, "He's tite One" to prove her versatility. She breess through "I'm Doing Ali Right" for an opener and follows with "Coming Round the Mountain," "Marry Mary Ann." "Dear Mr. Sears and Roebuck" and "It's the Little Things That Count," all slanted to provoke polite guffass, with Miss Shay helping the lyrics along with adroit, though restrained, tossing of her well gowned torso. For encores, custcmers were rewarded with her in-the-groove "Cousin Alice Clug," the winking number, "Hills of Tennessee" and "Efficiency" to sew things up nicely, Missic by Ray Hackett's, outfit is excellent for show and teroing.

Cafe Society, N. Y

Dorothy Donegan, Coleman Hawkins Orch, Martha Lou Harp, Lewis & White; \$3.50 minimum.

Cafe Society Downtown has come up with a brace of draw acts for its second summer edition. Dorothy Donegan and Coleman Hawkins band constitute the major portion of the show, with Martha Lou Harp (New Acts) and Lewis and White rounding out the bill.

It's a fairly expensive show for Its a fairly expensive show for this time of the year and proba-bilities are that this spot will snare most of the Village trade. Miss Donegan has established herself here via a previous appearance, while Hawkin's tenor sax is a valued item for the music fol-lowers.

valued item for the music followers.

Miss Donegan plays a highly commercial plano with a sly sense of humor. Her chief stock-intrade, the weaving of a myriad of tunes through one number is done skilifuily and with a deal of humor. These mixtures are good for potent audience reactions both for her regular stint and her encore. Show caught indicated that she could have done an additional statuza.

The additional spots are used to sister.

showcase newcomers. Lewis and White, who have made appearances at Harlem's Apollo and the midtown Strand theatre, have an extremely dreary turn. Humor of these colored comics isn't always in good taste and lines could stand a rewrite. They show up considerably better in their brief terp turn in which they wield batons. Development of the latter and toning down of their gab would make their turn more acceptable. Jose.

Helsings, Chl

Chicago. Aug. 9.

Al Morgan, Leon Miller. Dick
Gale, Billy Chandler Orch (4),
Adrian Lorraine; \$1.25 minimum.

After about a month's hiatus, Al Morgan returns for another 15 weeks. Riding on the success of his pop disk, "Jeaious Heart," and his television show, planist-singer has revised his catalog with more pop tunes, but it's still the nostalgic items that pay off with the customers. customers. Opening in whirlwind fashion,

Opening in white with a solution, Morgan races through "When You're Smiling" and "Everywhere You Go." For a change in pace, lanky singer reaches into the oldies for "I'm Stiil Without a Sweetheart" and a sapolioed version of "Frankie and Johnnie."

For his pon times he does

sion of "Frankie and Johnnie."
For his pop tunes he does
"Brown Eyes." "It Took a Dream
to Wake Me Up, Sweetheart." "Do
You Ever Think of Me." "It Had
to Be You," and special version of
"My Biue Heaven" for solid re-

turns.

Leon Miller has a novel slant on bookings of the '20's and earlier. He terps through "Ballin' the Jack," "Walking the Dog," and "Alabama Stomp" to nice response

sponse.

Dick Gale, youthful comedian and emcee, is handicapped by too much blue stuff and borrowed material. Billy Chandler's combo does a neat job of backgrounding the show. Adrian Lorraine does a pleasant stint as intermission pianist.

Zabe.

Al Shean

Continued from page 53

done the material for the family act and by way of branching out as a writer submitted the "Gal-lagher and Shean" song, which the

as a writer submitted the "Gallagher and Shean" song, which the
team reputedly bought outright for
a modest sum.

Although the comedy team were
standards for a number of years,
the new trend via the song catapuited them into the high salary
brackets—and kept them there until Gallagher suffered a nervous
breakdown from which he never
recovered and which caused his
death. After the enforced split,
Shean, solo, diverted into legit and
pictures. In the former field he is
probably best remembered as star
of "Father Malachy's Miracle,"
wherein he acted the roie of a
Catholic priest and drew accolades
from critics and Catholic ciergy
alike,

alike.

After he and Gallagfer hit the jackpot with the singing-act idea, others followed, principally Dody & Lewis, with "Helio, Hello, Hello, and while a clicker, it never approached the Gallagher & Shean stanza in poularity. Kids around the country adopted it as a hyword. It also had a tremendous sheet music and record sales when published by Jack Milis. Foy, now a film producer, is said to have gotten some additional coin on song via royalties, but it was Shean and his partner who got the reai gravy from such sales.

The song, originally introduced by the team in the "Ziegfeld Folics" (1923), created a demand for their services from all branches of show biz and at top coin. When going back to vaude, their salary had skyrocketed to a new high.

Prior to teaming with Gallagher, Shean had done an act for years with Charles Warren titled "Quo Vadis Upside Down." Prior to hitting the bigtime he and Gallagher had appeared in buriesque, "The Rose Mald." Princess Pat" and scores of other musicals.

Among the motion pictures he appeared in were "Chilis and After he and Gallagher hit the

scores of other musicals.

Among the' motion pictures he appeared in were "Chilis and Fever." "Sweet Music," "Ziegfeld Girl" and many others. His more recent stage appearances were in "Meet a Body" (1944) and "Windy City" in 1946. His iast appearance-was last year in a revival of "Music in the Air."

Born in Germany, he was the son of Louis Schonberg, a magleian-ventriloquist, who died at the age of 101. He was an uncle of the Marx

ventriloquist, who died at the age of 101. He was an uncle of the Marx Bros., their mother liaving been his sister. Another nephew is agent Jack Lenny.

He is survived by a son and a sister.

New Acts

ROMOLO De SPIRITO

ROMOLO De SPIRITO
Songs
12 Mins.
Versailles, N. Y.
Ezio Pinza's en gagement in
"South Pacific" has apparently
started a vogue for mature singers.
Romolo De Spirito, of the concert stage, is a singer in the classical tradition who's eschewing the
longhair field temporarily in favor
of an excursion into the pop reaim.
After one concession to the traditional type tune, he, like Pinza,
delivers a pair of tunes from
"South Pacific" after which he
stays with operetta tunes. The effect is pieasing vocally although
De Spirito is a tenor, pitched on the
sweet side, as against Pinza's robust basso. He has technical perfection, a meiodic delivery, a good
concert stage presence, and pipes
that carry sans mike.

De Spirito, however, has yet to
develop a nitery personality. He
plays it straight throughout. He
needs some slight touches of humor
to provide a closer bond between
him and the audience. A tune with
sty lines might do the trick.
As is generally the case
with singers of this type, a click in the

him and the audience. A tune with sly lines migit do the trick.

As is generally the case with singers of this type, a click in the classic reaim enhances the wine trade. Nick Prounis and Arnold Rossfield, both possessing boxoffice acumen, have been attempting to make this class restaurant a rendezvous with a type entertainment not available in competing east-sideries. Their long-term Gallic invasion with such singers as Edith Plaf, Suzy Solidor and others resulted in a cosmopolitan clientele but it's necessary to introduce an occasional change of pace with some fresh faces. Thus singers from the concert field serve an important purpose in the Versailles scheme of things.

De Spirito serves this function admirably and once he acquires more cafe floor presence, can make the class nitery rounds.

ALAN KING

ALAN KING
Comedy
20 Mins.
Leon & Eddle's, N. Y.
Alan King has obviously knocked around before this Leon & Eddle's preem, but appears to be a comic who's just starting to find himself. Test of his ablitites is seen in the fact that he's able to keep an audience interested for a stretch of 20 minutes. Much of his materiai is good and a lot of it is fresh. Stylistically, he resembles lots of other zanies, but mixture seems to be peculiar to King.

King's current development is

be peculiar to King.

King's current development is reminiscent of several other comics who got their start at Leon & Eddies's as stand-in for Eddie Davis when the boniface went on vacation. Jackie Miles and Joey Adams got long stays in that spot and afterwards came out as headliners. Whether King will attain the same stature at the end of his stand here still depends.

Definitely. King shows the makers with the same stature at the same same stature at the same

stand here still depends.

Definitely, King shows the makings of a top comic. He's able to get laughs with clean material, shows a good voice in his singing interludes and generally registers well with the audience. His Brooklyn accent may temporarily timit the field of his employment, but with a few more dates under his beit he'll be a serious contender for the favored spots.

Jose,

MARTHA LOU HARP

MARTHA LOU HARP
Songs
9 Mins.
Cafe Society Downtown, N. Y.
Martha Lou Harp, making her
first cafe appearance, indicates that
she can make the rounds of the
smarter showshops once she attains
more experience. Chief asset, as
evidenced in her initial job, is a
warm, well-placed voice in a contrailo register. Tone control is good
and tune selection is fine.
However, the mistakes evident in
most newcomers are similary
shown here. Defects can be corrected with more playing time and
once that's attained, she'll be okay
for in-person as well as disk work.
Miss Harp's baliads come off exceeding well. Deep pipes have moments with a high degree of expressiveness. She seems to be on
the right track as far as interpretation-is concerned. A few rounds
around smaller cafes will probably
reveal a highly improved singer
when she next makes a major
stand.

BETTY JANE WATSON & JERRY

BETTY JANE WATSON & JERRY AUSTEN

Songs 25 Mins.

25 Mins.
Swiss Chalet, Bismarck Hotel, Chil
Latest addition to husband-wife
song and patter duos, coupie's debut was hindered by this L-shaped,
low-ceiling room and faulty musical backing. Their vocal renditions project, and the special material by Richard Barstow, inter-

spersed with light banter, show-cases the potentialities of the comely couple. Both Miss Watson and Austen have made a name for themselves as singles in the musi-comedy field, so the know-how is there. Only thing missing is a developed routine that might give the act a personality all of its own. As is, kids are attractive vocalists rather than a programmed and well-paced act.

Jerry Austen tees off with "Most Unusual Day," introducing Miss Watson, who singles on "Check to Cheek." Coupie get together on "Happy Taik" with special lyrics and conversation and do very well when vocaling together. Combined talents on an "Oklahoma!" medley goes over with seat-holders, as does their finis, "Wiegenlied," a luliaby by Mozart. Duo's pleasing stage manner projects, as do their vocal efforts. A little more design here and there and they're a cinch for the cafe circuit.

DORIS PATTS & MRS.

DORIS PATTS & MRS. WATERFALL

WATERFALL
Comedy
10 Mins.
Palace, N. Y.

The late Nan Rae and Maude
Davis act has been revived with
Doris Patts and Nina Olivette, latter taking the Mrs. Waterfali role,
Manager Al Grossman, who managed the late comedy team, has
built this newer duo up to the high
standards of the original act. Reissue has been working for the past
few months with break-ins in the
hinterlands and has come into first
class situations with an act that bespeaks professional poilsh.

There isn't much variation be-

speaks professional poilsh.

There isn't much variation between the old and the new. Lines, with few exceptions, are the same that served the old team nobly through many years in vaudeville, Angie of an inquiring reporter is used, with Miss Olivette making her entrance from the audience. Her characterization is especially good having the looks and mousey stage personality that makes her a good type. Miss Patts does a good straight as the femme interviewer and act bespeaks good potentialities on the variety circuit. Jose.

FRED LOWERY With Leslie Roberts 8 Mins. Palace, N. Y.

Palace, N. Y.
Vet performer Fred Lowery
rates another entry in the New Act
flies because of acquisition of a
new partner replacing Dorothy
Rae. Leslie Roberts is now in the singing spot and compares weil with her predecessor.

with her predecessor.

With new alignment of the act,
Lowery is given all the prominence
and billing. Lowery still whistles
out several of his big numbers including "Indian Love Call" and
"William Tell Overture" and harmonizes with Miss Roberts in a
tune. As per usual, Lowery doesn't
capitalize on his blindness getting
across strictly on his puckers and
act hits handsome returns. José.

THE SHERWOODS (3)

THE SHERWOODS (3)
Acro
7 Mins.
Palace, N. Y.
The Sherwoods, two boys and a girl, show some good balancing ricks. Their three-nighs with the femme in the middle, intricate holds and terp interludes between tricks provide a dressy and appiause winning turn. Musical backgrounding adds to the turn's reception.

Many of their tricks, however, resemble those of other acts in this category. While they are performed well, some new twists would help differentiate them from others of this type.

RAY ALTON Dance 5 Mins.

5 Mins.
Leon & Eddie's, N. Y.
Ray Alton is a cute tapster whose youth and routines belie any extensive experience. There are some good stretches in her turn with some fast spins and most of her work shows that she has a good terp foundation.
Miss Alton once learning more tricks of the trade, will be able to assay stands in regulation niteries and vauders.

JANE ABEL

JANE ABEL
Songs
7 Mins.
Leon & Eddie's, N. Y.
Jane Abel iooks like standard
cafc fare in the singing line. She's
got capable delivery and good special material. Voice registers
nicely and projection is fair.
Miss Abel, however, has to tearn
how to point up her comedy lines
in a manner that will bring wider
audience reactions. With more experience she'il be in line for engagements at the standard run of
nitery.

Capitol. N. Y.

Tommy Tucker Orch (16) with George Dolan, Nancy Donovan; Toy & Wing, Golden Gate Quartet, paul Winchell, "Anna Lucasta" (Col), reviewed in Variety, July 13 '49.

A good stage show from the viewpoint of the individual acts, but which lacks punch because of failure of Tommy Tucker's orchestra to do anything to tie them together. This is Tucker's first stage the since his return to the band date less via his Mutual net broadcast "Sing For Your Supper."

date since his return to the band business via his Mutual net broad-east "Sing For Your Supper."

Paul Winchell is standout on the bill. His ventriloquial cross-fire with dummy Jerry Mahoney forms a honey of a turn that supplies laugh upon laugh. His act is split into two parts, one, his usual mike-front series of gags and the other, one of the scenes that he has used on the Bigelow-TV show he does with Dunninger. This consists of a scene in which Winchell as a dentist yanks one of the dummy's teeth, assisted by a cute, red-head-ed "nurse." It's similar in staging to Edgar Bergen's old doctor scene and beyond question helps Winchell hit the audience jackpot. Lone criticism of Winchell's stint is his leaning toward lines he could well do without. Occasionally there's the feeling that the Cap is presenting Furlesque.

Golden Gate Quartet are right behind Winchell in effectiveness. Group, plus a planist-accompanist, on this has hard, however, until the last half. Alming for pace, they start out with "It's a Great Day" and "Four Winds and Seven Seas," both of which are okay, but neither carries the weight that their material things, such as "Shadrach," "Ezekial" and "Joshua" do. Those three items alone put them over solidly.

lai" and "Joshua" do. Those items alone put them over

Toy & Wing, terp team, open. Smart-looking in evening clothes, they heat up a rhythm routine to start, then do a George M. Cohan bit and close with Miss Toy doing ballet to her partner's straight dancing. It's a good turn as is, has been fer years, but there's nothing really standout in the three routines they present. They reap big returns, however.

Tucker is fronting seven brass, five sax, three rhythm. He's not using his "Sing For Your Supper" bit onstage, hence his efforts are confined to a few musical items and songs by George Dolan, trumpeter, and Nancy Donovan, from the air show. Dolan takes part in an onening medley, doing only a the air show. Dolan takes part in an opening medley, doing only a fair job on "You're Breaking My Heart." Miss Donovan pops up with "It's a Good Day," which is too similar to the Golden Gate Quartet's later "Great Day," "Enchanted Evening" and "Dear Old Donegal." She does well...

Midway, Tucker's main produc-tion piece is a "Kiddie's Hit Pa-rade" consisting of arrangements of "Farmer in the Dell," "London Bridge," "All Around the Mulber-ry Bush," etc. It's fair. Wood.

RKO-Missouri, K. C.

Kansas City, Aug. 10.
Berk & Hallow, The Cords (2),
Fanny & Kitty Watson, Bob Hammonds Birds, Mack, Russ & Owen,
Wally Brown, Dolinoff & Raya
Sisters (4), Pat Rooney, Sr., House
Orch with Nick Francis; "Judge
Steps Out" (RKO).

After almost two years vaude-ville is back in town with the first Palace bill in the newly reopened RKO-Missouri theatre. The gang from the Palace was given one of the most extensive rounds of pub-licity, and virtually the whole town is taking to the new policy. The building and the natronage

own is taking to the new policy.

The buildup and the patronage
mounted almost to a civic salute,
it all walks of life in the house
it oughout the day. The receplon accorded was solid throughit and it's a single a second accorded was solld and it's a cinch a pe from the Palace all paved. If the Il paved. If the entertain-level of future units can be this standard or improved, should have a steady

re. Diversified bill tees off at a pace that makes the 72 minutes seem a short session. Brief overture, "Strike Up the Band," with Nick Frances batoning the house orch, sets a lively pattern for the bill. Berk and Hallow in the opening spot kick off with trio of snappy terp numbers. The Cords follow in fast turil of vocal imitations of musical themes, including Harmonicats, Henry Busse, Spike Jones, Wayne King and others. Watson Sisters' kidding and comedy chatter around Kitty's cowgirl chatter around Kitty's cowgirl.

Watson Sisters kidding and comedy chatter around Kitty's cowgir costume keeps the show rolling, and patrons come through with heavy applause for the old timers. In the way of a novelty turn, Bob Hammond's trained cockatoos bring their bit off neatly for big returns from both juves and adults. Dollnoff and Raya Sisters also come in for audience approval with their novel dancing

optical illusions. Mack, Russ & Owen, in their knockabout acrobatics bounce about the stage with midget Owen being both strong man and top man; good for plenty laughs and solid response.

Wally Brown is okay with his monolog of unfinished sentences and warbling of "Ohio." In closing spot, Pat Rooney, Sr., takes time out to make a short pitch for vaude and more of it, and then gives the patrons a trio of his take-it-easy routines to send them out happy.

Apollo, N. Y.

Noro Morales Band (15) with
Anita Del Campo, Toby Winters,
Clarence Muse, The Orioles (5),
Peg-Leg Bates, "Spider" Bruce &
Co.; "Rimfire" (SG).

Noro Morales' crack Latin combo, playing its first date at this Harlem vauder, arouses a fair degree of enthusiasm, but despite its expert workouts on the Latin airs, does not generate the audience excitement accorded the jive and bop outfits that have preceded it here. Nevertheless, after Morales warms 'em up, everything is fine. Comprising three rhythm, four brasses, five reeds, plus bongo drums and maraccas, band tees off with solid rendition of "The Peanut Vendor" to set things for Toby Winters' brief exolic dance, a subthe male cheering section. Morates, alternating between maestroing and pianoing, takes over for "Malaguena" for neat returns. Nite Del Campo then gives a sexy workout to "Don't Slam the Door" for pattycakes. Spider Bruce & Co. sock with their dated comedy interlude, but make it stand up via slick deliyery. delivery.

Band weaves into change of pace

Band weaves into change of pace on Jump version of "Billy's Bounce," which gives sidemen full sway. Clarence Muse, vet character actor, making a periodic return here after some Hollywood film stints gets over in dramatic excerpts and baritoning of "Old Man River." The Orioles, male instrumental and vocal quintet, practically steal the show. Carrying own accomps on guitar and bass, they blend neat harmony on "A Kiss and a Rose," "I Challenge Your Kiss" and other items to sew things up for a begoff. Peg. Leg Bates, one-legged dancer, is close runnerup for top honors with his comedy barbs and expert terping on one leg and stump, and is off to terrif applause.

Band takes over again for "Morales Mallay" severiding a land.

off to terrif appliause.

Band takes over again for "Morales Medley," providing a ringy finish to a fast, entertaining layout.

Edba.

Chicago, Chi

Chicago, Aug. 12.
The Maxellos (4), Penny Edwards, Henny Youngman, Billy Eckstine, Louis Basil's House Orch; "Look For the Silver Linium" (WB). Orch; "Looking" (WB).

Lure of Billy Eckstine is keeping ropes up here, despite fact
that current layout is only average
entertainment. Nobody's stuff is
unusual, but bill is well-balanced
and Eckstine is plenty hot because
of disklicks and a recent Chez
Paree appearance. Henny Youngman dipt into his reservoir of
oldies, but seat-holders respond
heavy.

Louis Basil's orch sets quick-

heavy.

Louis Basil's orch sets quickened pace with "Cherokee" with
the Maxellos picking it up after
band opener. Acro-balancing of the
two gals and tumbling tricks with
the fellows gets hefty mitts.

the fellows gets hefty mitts.

Penny Edwards, film starlet, attempts to showcase her wares with three vocals and a terp bit, but overall effect is lukewarm. "Wonderful Guy" is followed by Beatrice Kay impresh on "Mention My Name in Sheboygan," the latter falling flat. Miss Edwards exhibits a flair for comedy songs and rates encore from her impression of a tipsy operatic singer. Tap and twirk routine projects well, but better material would help plenty. Youngman's fast delivery and in-

better material would help plenty. Youngman's fast delivery and ingatiating technique gets yocks from aud on anything he says, after opening quips. Gags are free from blue-tones and venerable ones are cleverly sprinkled in between local twists and horseplay with the fiddle. Six stringmen from Basil's group assist. Youngman's more effective in big house here than recent local cafe stint. Eckstine drew hefty kudos on

here than recent local care stint.

Eckstine drew hefty kudos on
entrance and applause continued
through his opener, "Everything I
Have Is Yours." Negro song stylist
manifests excellent phrasing and
technique in his delivery. His versatility shows up in "Old Man
and the styling shows up in "Old Man
and the styling shows up in "Old Man
the styling shows up in technique in his delivery. His Versatility shows up in "Old Man River" and "Caravan" with his particular trade-mark spotllghted in "What's My Name" and "Somehow." House was loaded with Eckstine fans and vocalist fractured em.

Louis Basil continues to emcee and showback in neat fashion.

Greg.

Sid Caesar, with Phil Svigals:
Evelyn Knight, the Pitchmen, Ice
Revue with Carol Lynne, Arnold
Shoda, Roxy Blades and Belles;
Norm p. Young, Audrey Dearden,
H Leopold Spitalny's Chorus, Roxy
Orch conducted by Paul Ash;
"Slattery's Hurricane" (20th), reviewed in Variety Aug. 3, '49.

Roxy stage show, while not a sock layout, makes a good solid hour's entertainment. Show runs from the novel preser the gamut tation of Bizet's opera, "Carmen,"
done on ice, to the buffooneries of
Sid Caesar, and manages to register all the way.

The ice extravaganza is really

ter all the way.

The ice extravaganza is really something. Norman Young and Audrey Dearden, who are firstrate vocalists, sing various popular arias from the Blzet opus, while blade experts Carol Lynne and Arnold Shoda do some fancy skate work to the same music. A femme chorus on one side of the stage is balanced by a male contingent on the opposite side, both groups being gaily caparisoned, while the Roxy Skatenary of the stage is particular to the contingent on the opposite side, both groups being gaily caparisoned, while the Roxy Skatenary of the continuation of the stage is particular to the continuation of the con

A temme chorus on one side of the stage is balanced by a male contingent on the opposite side, both groups being gaily caparisoned, while the Roxy Skating Blades and Belles cavort on the background ice to the singing. Shoda and Miss Lynne do some eye-filling twirls and spins, and whole presentation is smart.

For the straight stage bill, Caesar offers the customers three worthwhile bits, his imitation of a British and a French officer at Zero Hour; the tribulations of an expectant father, and a kid at his first prom. Last bit is done all in pantomime, and draws the biggest hand. Caesar's act starts slowly comedian working easy in formality without trying to high-pressure or force. Result pays off, audience being slowly but surely won. Evelyn Knight registers almost as strongly, first with a sentimental ballad, "Eileen"; then with a boy-meets-girl song-story, and finally with a rhythm number, "A Little Bird Told Me." Singer has a soft, appealing delivery and can do some neat tricks with her voice. Attractively gowned, her appearance is enhanced by some smart lighting effects.

Third number on the bill are the ever-reliable Pitchmen, socking the audience almost at once with their blend of gags, mitations and music in the kazoo manner. Paul Ash leads the Roxy orch smoothly and steps up on stage briefly as emcee to introduce each number. Bron.

Steel Pier. A. C.

Atlantic City, Aug. 11.
Joe Howard, Jean Carroll, Lo
& Joe Anders, Jerry Toman, Th
Ericksons, Johnny O'Connell
House Orch, "Roughshod" (RKO

House Orch, "Roughshod" (RKO).

With the 82-year-old Joe Howard, composer-singer, topping the bill. Steel Pier offers its best show of season this week.

Howard, in top hat and evening clothes, warms up his audience with "Hello, Hello" and then segues into numbers from his biopic, "I Wonder Who's Kissing Her Now," Items include "Kissing Her Now," And the Band Played On," "Take Me Out to the Ball Game," "In the Good Old Summer Time," "Let Me Call You Sweetheart," "A Bicycle Built for Two," "Good-Bye, My Lady Love" and others to stop and others to stop Lady Love the show.

My Lady Love" and others to stop the show.

Jean Carroll clicks with fast chatter and carbons. Monolog of girl at a racetrack and girl buying a dress keeps 'em howling, Winds with impresh of Louis Armstrong's trumpeting of "When Day Is. Done" for solid applause and begoff.

Jerry Toman emcees affably. In own spot his best bit is selection of a payee to act as a "dummy" for his ventro bit. It all adds up for good fun. topped by Toman's pipings of Romberg medley for nice returns.

Lott and Joe Anders score with unicycle juggling act, manipulating rings and balls.

The Ericksons, who have been appearing with the water circus on the end of pier, contrib nice acro stuff to close show. Walk.

Capitol. Wash.

Washington, Aug. 17.
Vanderbilt Boys (2), Duval, Terry Lawlor, Leon Fields; "Take One False Step" (U).

Current Capitol sequence has been appropriately dressed up by giving it a nitery format, with tables stacked with "guests" and house orch on stage. Quartet of acts fall into bistro category, though they come off equally well

Terry Lawlor, chantoosey of the saloon circuits, takes the spotlight with her repertoire of song novelties. Gal has a good, brassy pair of pipes, a routine pleasantly off the beaten path, and an animated way with her material. Of her four numbers, including her encore, biggest approval getter is a aude fare.

rry Lawlor, chantoosey of the

narrative ditty about "Bridget O'Shea," with a recurring chorus of "The Back of Me Hand." Told almost as much as it is sung, in monolog style, this is a bright piece along comedy lines. Miss Lawlor's "Josephine," in Italian dialect, also goes over well. Also nicely handled is "Maharajah of Magador." Walks off to hefty appreciation.

Leon Fields gets more laughs for his inanitles than most hot weather comics seen here recently. His routine is strictly a matter of personality and know-how in getting the sometimes pointless gags

The patter is than most hot weather comics seen here recently. His routine is strictly a matter of personality and know-how in getting the sometimes pointless gags across. Taken apart, none is very funny. As part of the act, it adds up to a well paced, truly funny routine of zany singing, satires and general clowning.

Duval, magician along continental lines, does a number of the old standby eye decelvers, giving them a new twist. There's the fast appearance of endless golf balls, the scarf trick, a novel smoke appearing turn, and a final disappearing turn, applause throughout act is sparse, but there's obviously no lack of attention on part of payees. Gets over for nice returns.

Vanderbilt Boys make slick curtain raisers with their acro-tap offering. Straight terping—and it's good, too—is varied by handstands on each other's shoulders and heads. The illusion of terping is maintained throughout. Galleries liked it. Lowe.

Seattle Seattle
Seattle, Aug. 11.
Gloria & Joan, Tony Sandro,
Beverly & Kay, Syd Chatten, High
Hatters, Dave Watkins House Orch
(6), "Champion" (UA), "Nevada
Trait" (UI).

Syd Chatten, with his slick impersonations, and the High Hatters, precision tap team, are highlights of current bill. Chatten, vet impersonator, next to closing, runs through impreshes of Winchell, Don Wilson, Jack Benny and others to nice returns, then a dramatic bit as Peter Lorre for a sock finish. Hatters, in the closing spot, score heavily with softshoe and tap routines. Closer is a tandem routine to "Me and My Shadow" that's a plp.

tine to "Me and My Shadow" that's a pip.
Gloria and Joan open with a mixture of ballet and taps. Tony Sandro, doubling as emcee, sells his balancing act for nice returns.
Beverly and Kay do a song routine, ranging from "I Love You Only" to "Surrey With a Fringe on Top" and a medley of tunes from "Rose Marie," but score best with their songs from "South Pacific."

Dave Watkins' house orch backs acts competently.

Reed.

acts competently.

Keith's, Syracuse
Syracuse, Aug. 17.
Edwards Bros. (3), Yvonne Moray, The Marvellos (2), Cook & Brown, Steve Evans, The Appletons (3), Frank Ross & Anita La-Pierre, Gus Van; "The Judge Steps Out" (RKO),

Oldtimers and new turned out in mobs to welcome the "Palace policy" type of vaude's preem here. And judging by their warm reception of the eight-act bill, they appeared to be highly satisfied with flesh entertainment's return.

Edwards Brothers set a fast pace in the opener with their relaxed balancing and acrobatics, using a grand piano top, chairs and botgrand piano top, cha tles for mid-air feats.

grand piano top, chairs and bottles for mid-air feats.

Half-pint sized Yvonne Moray
keeps things moving with her spicy
songs and endless tussle with the
mike. The Marvellos, Europeian
novelty act, add a sophisticated
touch in the trey as they make
musical instruments and themselves disappear gracefully. Next,
Cook & Brown, Harlem danners,
unloose a bag of terp tricks which
the customers devour.

Steve Evans registers with his
comedy portraits, including his
classic drunk act and lively mugging of audience types. For color
and thrills, in sixth spot, the Appletons present a fast Apache number featuring a man and two gals.
Replete with knife-throwing and
vigorous knockabout, it goes over
solidly.

Most reminiscent of the old days

Replete with knife-throwing and vigorous knockabout, it goes over solidly.

Mest reminiscent of the old days is the Frank Ross-Anita LaPierre turn in next-to-closing. Ross' impressions of trumpet stars Henry Busse and Clyde McCoy and general clowning with Miss LaPierre's vocalizing click big.

Gus Van naturally brings back nostalgic memories with his old songs and patter for a smash finale. His invitation for audience choraling of cldle tunes and his income tax complaint ditty, "Old Man Revenue." were effective.

As a unit this Palace package seems to be the type which will bring in the vaude-hungry Syracusans. Local orch needed tightening opening day but is grooving it now. Business terrific. Hayd.

Palace, N. Y.

Sherwoods (3), Bobby Pinkus with Ruth Foster, Texas Tommy & Baby Doll, Jesse, James & Cornell, Doris Patts & Mrs. Waterfall, Briants (2), Fred Lowery with Leslie Roberts, Salici Puppets, Don Albert House Orch; "Ma and Pa Kettle" (U), reviewed in VARIETY March 23, 49.

The Palace stager has a hard time getting started. A pair of comparatively slow acts in the early part of the bill hamper the pace of the show, with plekup coming on the last half of the program. A trio of strong standards gives this layout a strong exit. Major strength comes with Jesse, James and Cornell, Negro hoofing act. This trio warms up the stage James and Cornell, Negro act. This trio warms up the all over again and paves to for the solid receptions for suing acts. Immediate bene are Doris Patts and Mrs. W are Doris Patts and Mrs. Wateriali (New Acts), a new issue of the act previously done by the late Nan Rae and Maude Davis. In the immediate rundown, the Briants' pantomimicry hits a top re-ception with their tramp clowning; Fred Lowery listed in New Acts reption with their tramp clowlings. Fred Lowery listed in New Acts because of a change of partner, and the Salici Puppets, doing an abbreviated portion of their turn, provide a strong windup to give an overall good impression of the current bill.

Opening is by The Sharwood

overall good impression of the current bill.

Opening, is by The Sherwoods (New Acts) a good acro trio, who exit nicely. Bobby Pinkus, assisted by Ruth Foster, constitute a hardworking turn, but unfortunately, much of their effort is dissipated by inept material. There are times when Pinkus and partner come out ahead of their material, but verbiage is frequently too much of a handicap. A faster turn than that of Texas Tommy and Baby Doll was in order for this spot. This cowboy and pony act has its moments of cuteness, which probably registers considerably better with afternoon audiences, but there isn't enough excitement for adult crowds. There's a peculiar twist to this act, inasmuch as Texas Tommy has the appearance and garb of a pared from down vonder but sab.

is act, inasmuch as Texas 1 is the appearance and gar red from down yonder, bines out with a Teutonic a The Three Rockets start e trey spot on this bill, rained ligament by one of imber caused them to can dithey'll play out this eent Aug. 25. Jesse, James all replaced.

RKO, Boston

Al & Connie Fanton, Aug. 12.
Al & Connie Fanton, Kay Kenton, 3 Arnauts, Moke & Poke, Viola Layne, Yuonne, Clavel & Farrar, Artie Dann, The Herzoss (3). "Follow Me Quietly" (RKO).

Although not the sock lineup featured in the klck-off week of vaude here last week, there are enough strong spots in this second session to make it add up to an entertaining bill, with the audience

session to make it add up to an entertalning bill, with the audlene reaction substantial.

Bill tees off with Al & Connie Fanton, mixed team with a nice assortment of taps and tricks, followed by Kay Kenton, a vivacious blonde, who registers with her session of comedy songs, in the Betty Hutton manner. Neat pace is continued by the Three Arnauts, who wow with their comedy violining and acro steps. Wind stint with their familiar bird fiirtation turn to heavy response.

A couple of colored boys, Moke & Poke, do okay with a smattering of terping and a line of unintelligible gibberish, followed by Viola Layne, a slick chick, whose impreshes of Fanny Brice, Bonnie Baker, Ethel Merman and Rose Murphy scores with the payees, Closes with a slightly overlong carbon of Mae West. Younne, Clavel & Farrar have something new in ballroom dancing, the man leading his gal partners through neat routines.

tines.
Dann, who always regis-Artie Dann, who always registers solidly here, gets plenty of yocks with his zany line of patter, especially his nose business which is always surefire wow. Bill closes with the Herzogs, three femmes, whose trapeze stunts left the payers gasping.

Larry Flint house band backs acts neatly.

Elie.

National, L'ville

Roberta & Mack. The Malinos.
Lester Ohman, Melba Vick, Larry
& Lynn, Harry Bryne, Butterbeans
& Susie; Tiny Tomale Orch (9);
"Lost Tribe" (Cot) and "Shut My
Big Mouth" (Col).

It's a straight vaude lineup this week. There's not a headline turn in the bunch, but the bill spells "variety," and judging from the applause dividends, it's okay entertainment.

Fast opener is Larry and Lynn, who work on unicycles of various sizes, and garner attention. Femme (Continued on page 56)

MAXELLOS CHICAGO THEATRE, CHICAGO

EDDIE SMITH AGENCY RKO Bldg., Suite 902 - JUdson 6-3345

CHICAGO

Shotsle Davis
Andre & Dortheo
Tini Benson
Lucille Dixon Orc
Versalites
Romolo De Spirito
Bob Grant Orc
Panchito Orc
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Village Vanguere
Mary Llou Williams
Mary Lou Williams
Waldorf-Asteria
Freddy Martin Orc
Mischa Borr Orc

Betty Atkinson
Charles Hain
Wonder Wheelers
Brinckmann Sia
Skating Blydears
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Skating Blydears
Get B Du Ray
Cloria Bondy
Burghaner
Gorda Bondy
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Modernaires
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Sherman Hetel
Harry Hall
Bill Snyder Ore
"Salute to Rodgers
& Hammerstein"
Honey Dreamers
Ralph Sterling
Kenneth Mackenzle
Dusty Worrall

Vine Gardens
Lind Bros (3)
Mickey Sharp
Velma Sherry
Mel Cole Ore
Pancho Ore

Ayem Stars

Continued from page 1;

Ameche in a late afternoon pro-

ABC, which once led the morn-

gram, which ended disastrously.

board show last weekend.

his old "Club Matinee,"

NBC is similarly excited about
Eddie Albert's potentialities as a
morning star and is assigning a
crack staff to his upcoming program. Thinking behind the Albert
show is that in the auditions he
has revealed himself as a potential
Don McNeil. Format will have a
gal warbler, a small musical combo
and an occasional guest. He Bleet

gal warbler, a small musical combo and an occasional guest. Hal Block is writing material, with Albert contributing. NBC will tape the show for a while to iron out kinks and it may be released to only a limited network at first, with the N. Y. outlet omitted, until test period is over.

DiMaggio, already inked to a sponsorship deal (M & M Candy), goes to bat Saturday mornings on CBS starting Sept. 17.

Line
Jack Palmer Ore
Latin Quarter
Sonny Skylar
Joey Bishop
Paysees
Rowena Rollins
Don Saxon
Art Waner O
B Harlow Ore

Howens Rollins
Don Saxon
Art Waner O
B Harlow Ore
Le Ceq Reuse
Oscar Calvet Ore
Jack Towne Ore
Leon & Eddle's
Alan King
Rita & Allen
Ray Alton
Johnny Crawford
Jane Abel
Bella Smaro
Art Waner Ore

Macombo
Jerry Bergen
Sandy Locke
Jack Prince
Leonne Hall
Joanne Jordan
Dave Rogerrews
Johnny Nazzari
No I Fifth Ave
Louise Howard
Downey & Fonville
Hazel Webster
Jack Cassidyek
Gene Barry
Paul Killiam
Cloris Leachman

Blackhawk
Ai Trace Orc
Jackie Van
Bob Vincent
Jackie Res
Bettr Blies
Bettr Blies
Bettr Blies
Adorables (10)
Gee Davidson Orc
Anita Martell
Betty Brunea
Orc
All Morgan
Nancy Wright
Adrianne Loraine
Lenny Colyer
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Marianne Seque B'air & Jean D Hild Doncers

Yos' dor. Betty Gray 3 Hotel Stevens "Skating Circus'

VARIETY BILLS

Numerals in connection with bills below indicate opening day of show whether full or split week

Letter in parentlieses indicates circuit (FM) Fanchon Marco; (I) Independent; (I) Loew; (M) Moss (P) Faramount; (R) RKO; (8) Stall; (W) Warner; (WR) Walter Read;

NEW YORK CITY
Compiled (L) 18
Tommy Tucker Ore
Golden Gate 4
Nancy Donovan
Toy & Wing
Paul Winchell
Jerry Mahoney
Music Hall (I) 18
Bettina Dearborn
Glenn Burris
Allyn & Hodges
Plero Bros
Clifford Guest
Corps de Ballet
Rockettes
Symptomice (R) 18
Eddie Garr
Failenberg's Bears

Eddie Garr Failenberg's Bears Robert Sis & White White
Philharmonic 3
Jack Powell
(3 to fill)
Paramount (P) 17
Tex Beneke Orc
Vic Damone
Cy Reeves
Rudy Cardenas
Roxy (I) 19
Sid Caesar
Evelyn Knight

(WR) Wai
Maxellos
Maxellos
Oriental (I) 18
George Jessel
Kitty Kallen
Gene Shelden
Carl Clevelan
Palace (R) 18
Edwards Bros
Yvonne Moray
Ross & Horn
Cook & Brown
Steve Evans
Appletons
Appletons
Appletons
Appletons
DAYYON
Neith's (R) 18
Berk & Hallow
F & Hallow
F & Simmond's Birds
Mack, Russ &
Owen
Waity Brown
Dollnoff & Raya
Pal Rooney Sr
Mi AMI
Olympia (P) 17
Mayo Bross
Lenny Buce
Art Lund

VAUDEVILLE BACK! FOX THEATRE, St. Louis

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Paramount DOC HOWE New York Building DOC HOWE York Affiliates—Chicego, Seattle, Los An-geles, Atlanta, Boston, Toronto, Phila-delphia, London, Paris, Buenos Aires.

Pitchmen
Carol Lynne
Arnold Shoda
Norman Young
Audrey Dearden
BALTIMORE
Hippodrome (1)

BALTIMORE
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BALTIMORE
State (1) 18-20
S & T Valentine
Betty Moore
Steve Harris
Ferdinan' A
George Winston
Rio & Rogers
Bill Mahonev
Slayman Ali Trp
BOSTON
Lesse, James &
Cornell
Doris Patts & Mrs.
Waterfall
Jack Leonard Co.

Doris Patts & Mrs.
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Arthur La Fleur
C Fredericks Co
Sonny Sparks
Dior Dancers &
Joy

Joy
ROCHESTER
Gow (L) 18
Stew (L) 18
Stew

Womack
Ben Berry
WASHINGTON
Capitol (L) 18
Tommy Lovelli
Paddy Page
Dean Murphy
Peggy Taylor
Howard (I) 19
Duke Ellington O
Howell & Bowser
Peck & Peck

Peck & Peck
CANADA
EAST HAMPTON
Granada (i) 15
3 Spots
Ramon Sinclair
Hamiltons
3 Georgys

BRITAIN

ASTON
Hippodrome (i)
Primo Scala Bd
Collins & Brett
Scott & Foster
Tonimy Mitchell
Jimmy Robins

nnis Lawes BIRMINGHAM Mippodrome (M)
Bobby Davig
Atlas & Pippl
Bob Andrews
Mushie
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Piletter Co
Elroy
Joan
Ph

Rhodes BOSCOMBE Albert Grant Renee Becke Fred Hugh

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Charle Chester Co
Andreas
Casavecchia
Henry Lytto
Shiela Matthews
Shiela Matthews
Halama & Konarski
Tilter Girls
Midsummer Lovlies
Corps de Ballet
Corps de Corps
Gold & Cordell
Jose Moreno Co
Sirdani
Victor Seaforth
Silva Bighton

Sirdani
Victor Seaforth
Silvas
BRIGHTON
Hippodrome (M) 15
Deep River Boys

MAYO BROS.

OLYMPIA, MIAMI

Booked by EDDIE SMITH AGENCY RKO Bldg., Suite 902 — JUdson 6-3345

Albambro (M)

Albambro (M)

Harvarda
Ronnia Ronnia

EDINBURGH
Empire (M) 18
Jack Anthony
Robert Wilson
M & H Nesbitt
J Billings &
Diana

Woodward
Joe King
Bega 3
NEWCASTLE
Empire (M) 15

Frogmen
Australian Air
Aces
Charib Indra
Alien Bros &
June

Charib Indra
Alien Bros &
Plet Van Brechts
Kafka Co
Gerry Leader
NORWICH
Hippodrome (I) 15
Cyril Dowles
Lane Holly 3
NOTTINGHAM
Empire (M) 13
Morti DeVere 3
Bob Bemand's
Birds
A C Astor
Percy Rich & Eva
Bio Corres
Birds
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PORTSMOUTH Royal (M) 15 Tommy Fields Ethel Manners 3 Salvadoris Cherokees Drage Vivlan & Irene Prisky Nelson Arthur Worsley

Mickey Ressel
Hamiltons
SWANSEA
Empire (M) 15
Les Valettos
5 Smith Bros
Malcia

Diamas

Diamas

MacKenzle Reid
& Dorothy
Band Rowelin
Bertha Ricardo
M Henderson
Sam Kemp PARK
Andre 2 & Sandra
Carl Brisson
Peter Raynor
Scott Sanders
Granders Scott Sanders
Freddie France
Freddie France
Granders Scott Sanders
Gra

St Clair & Day
Renee Plat &
Naudy
Renee Plat &
Naudy
Resch
Fors
Fors
Heather Furnel
Tiller Girls
LIVERPOOL
Empire (M) 15
Kong
Frene Hervey
Harry Worth
Ladd Lyon
MacDonald
MacDonald
MacBonald
Retty
Wilson Keppel &
Retty
Bunny Doyle

Bunny Doyle Donald B Stuart

CAFE SOCIETY, NEW YORK EDDIE SMITH AGENCY RKO Bldg., Suite 902 - JUdson 6-3345

DOROTHY DONEGAN

LONDON
Palladium (M) 15
George Burns
Gracie Allen
Ben Blue
Ben Yost Co
Frank Marlowe
3 Rudells
Count LeRoy
Jean Jack &

Jean Jack & Judy Bry Foy Alan Clive Skyrockets Orc Stoll (\$) 15 Cecilia Colledge Richard Herne Ted Ray B & A Pearson

Richard Herne Ted Ray B & A Pearson R & A Pearson R & A Pearson R & A Pearson R & A Pearson Jeanne Sook Ted Roman MANCHESTER Hippodrome (5) 15 Frances Langford Cleef & Moroney Pierre Bel Les Alyxons Narshall & Lena

Morris & Cowley
Chas Ancaster
W Latona &
Sparks
Journey Clark
Morris & Cowley
Charles
VICTORIA
Pelace (M) 15
Nervo & Knox
Bud Lanagran
Gold
Radio Reveilers
WOLF HAMPTON
Hippodrome (I) 15
Larry Adler
Kidd & June
Bobby Worth
Hope & Ray
Les Mallaris
Nat Hope
Mara Rita
B & Roma
B & Roma
B & Lewis
Tommy, Rose

YORK
Empire (1)
Jack Lewls
Tommy Rose
Sonny Dawkes
Ken Ryan
Melody 6
Arthur Knotto

Cabaret Bills

NEW YORK CITY

Sive Angel
Roger Price
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Alvares Orc
Dlamond Horseshoe
Jay Marshail
Jack Gansert
Billy Banks
Choral Sextet
H Sandler Orc
Alvarez Mera
Juenger Ballet Line

RK CITY

BI Chice
Rostta Rios
Damiron &
Chapuseaux
Tina Ramirez
Los Guarecheros
Busta Ramirez
Bob & Larry Le-dic
Raquel & Rolando
Sacassa Ore
Parcho Ore
Parcho Ore
Hotel Arto
Motel Arto
Hotel Bill mcCune Ore
Hotel Billimore
Don Bestor Ore
Harold Nagel Ore
Hotel Edison
Lee Motel Plaza
Hotel Plaza

Harond Nager Ore
Hotel Edison
Lee Crane Ore
Hotel Plaza
Nicolas Matthey Or
Payson Re Ore
Hotel Roosever
N Brandwynne Ort
Hotel St Regis
Laszlo & Peptite
M Shaw Ore
Hotel Statler
Henry Busse Ore Or

Bob McMenimen
John Silver
Gloria Manning
Al Cooper Ore
Old Reumenien
Sadie Benks
Bob Fitzgerald
Carmen Montoya
Mickey Freeman
Joanne Floria
Joe LaPorte Ore
D'Aquila Ore
Penthausa a budget of upwards of \$1,000,000, of which around 45% represents Rose perdollar payments by Rose per-sonally in the U. S. to the star, scripter and associate producer, Joan Harrison. None of the Joan Harrison. None of the finance was put up by Warners, but between 15 and 20% came from the National Film Finance Corp. Any profits on the film will be retained in sterling and will not be subject to convertibility. Likewise, U. S. earnings will not go into the pool for an equivalent transfer of sterling from Britain to America, but will be used to cover the dollar outlay incurred by Rose. D'Aquila Ore
Penthouse
Eve Young
Noble & Ing
Kurs Rier
Harry Richman
Martha Raye
Vic & Adio
Yost Guardsmen
Catalino Ore
Walte
Walte
Annabelle Hill
Arleigh Peterson
Jimmy Lewis
Manhattan Paul
The Blenders

Likewise, U. S. earnings will not go into the pool for an equivalent transfer of sterling from Britain to America, but will be used to cover the dollar outlay incurred by Rose.

Aim of Coronado is to make around three pix annually in Britain, and a studio deal with Rank for the use of the Denham outfit is being discussed. If the program can be upped to four a year, Rose would be able to take a permanent lease on one of the more modest outfits.

Brainy Bestsellers**

Brainy Bestsellers**

Brainy Bestsellers**

Brainy Bestsellers**

**Empted economy the studios prefer to stay away from them.

Speaking of economy, the fact that a best-seller of any kind still represents a costly investment is another item that reduces interest in such books. Story eds maintain, however, that if there were anything really hot on the list, costly or not, it would find a sale. They point to the \$285,000 plus percentage that Paramount just gave for Sidney Kinsley's legit hit, "Detective Story," to prove that price is tive Story," to prove that price is the story of stering on their 4-year-old daughter. Roberta, Jr. Gal is a cute tring on their 4-year-old daughter. Roberta, Jr. Gal is a cute tring on their 4-year-old daughter. Roberta and Mack, acro mixed the story, and the customer participate in a hand-clapping bit on a South and the customer participate in a hand-clapping bit on a South and the customer participate in a hand-clapping bit on a South and the customer participate in a hand-clapping bit on a South and the customer participate in a hand-clapping bit on a South and the customer participate in a hand-clapping bit on a South and the customer participate in a hand-clapping bit on a South and the customer participate in a hand-clapping bit on a South and the customer participate in a hand-clapping bit on a South Andreica medicy, and offed to himself, in the shape of a large-story of skill which goes over age that Paramount just gave for Sidney Kinsley's legit hit, "Detec-tive Story," to prove that price is no deterrent if the property is

The trio of best-sellers that are currently owned by Hollywood are "Father of the Bride," by Ed Streeter, which Metro holds, "Cheaper by the Dozen," by Frank B. Gilbreth and Ernestine Gilbreth Carey, which 20th-Fox has, and "The Fighting Bulls," by Tom Lea, owned by indie Robert Rossen.

P. Marquand's "Point of No Return"—so genteely satiric it has no mass appeal; resembles "George Apley," which 20th-Fox found a singularly unsuccessful picture. Thomas Merton's "Seven Storey Mountain"—too spiritual in quality; an odessy about a monastery.

George Orwell's "1984"—too ccrebral and terrifying, showing the future in an imaginary "thought control" state. Lloyd Douglas' "Big Fisherman"—a religious subject that would make a questionable film and be very expensive to produce. Frank Yerby's "Pride's Castle"—a costume piece and n.s.h. anyway. Walter Van Tiburg Clark's "Track of the Cat"—a definite picture possibility about ing Hooper sweepstakes with Tom Breneman's "Breakfast in Hollywood," feels it has a potential rating puller in Buddy Rogers and auditioned him for a cross-thea definite picture possibility about a panther chase if the symbolism Garry Moore gets a Columbia five-times-a-week morning spread with a format somewhat similar to his old "Club Matinee," were forgotten.

Philip Wylle's "Opus 21"—completely cerebral. Van Wyck Mason's "Cutlass Empire"—costume. James Street and James Childers" "Tomorrow We Reap"—costume, in addition to which the time span is very long, making the produc-tion expensive.

Story Buys Herald Par's **Production Increase**

Hollywood, Aug. 16. Recent story purchases by Paramount indicate increased production in 1950. During the first seven months of this year the studio bought a total of 16 yarns, compared with six during the corresponding period this year.

Properties include Gene Fouler's

position of the system of the

House Reviews

Continued from page 55

National, L'ville

National, L'Ville
is a stunning blonde, while partner
embellishes stunts with juggling
and magics for nice returns.

Melba Vick has a sturdy pair of
pipes, which she uses to advantage
on "I'm Doin" All Right For
Mountain Gal," "How Ya Gonna
Keep "Em Down on the Farm,"
"Can't Get a Man With a Gun,"
etc.

pair.

Closer, Negro team of Butterbeans & Susie, wearing gaudy elothes, and femme member vocals elothes, and femme member vocals while partner makes with comic interpolations. Their comedy is loud and boisterous, but registers for a high decibel on the laugh meter. Biz was good at last show Friday (12).

(12)

Theatre Aux Etoiles (CANNES)

CANNES)

Cannes, Aug. 9.

Edith Piaf is in the midst of a successful Riviera concert tour. Last night the dynamic songstress received a rousing ovation from the international crowd at Cannes. She played at the Theatre Aux Etoiles, a makeshift outdoor auditorium with moveable seats.

She was preceded by four rather ordinary variety acts, which might have been pleasing in an intime club but lost their effect in the auditorium. One act had some freshness. It consisted of two lads mouthing to record playbacks. Their timing on a Spike Jones' disk, and a Danny Kave-Andrews' Sisters disk had some hilarious moments.

Sisters disk had some hilarious monents.

Then came Piaf and she immediately took possession of the audience, and her throaty warbling kept them screaming for more. She did her repertoire of serio-comic songs, and created some spinetingling moments in her interpretation of a woman driven mad by malicious friends when jilted by her lover. She has creat stage presence, and her bodilly movements and stance play an important part in her delivery. Her measured entrances and exits highlight the mood of her songs. Mosk.

Paris Fashions

Continued from page 2

Paris, did not miss a showing.
Maria Montez always created a stir or six admirers. Annabella, Madeleine Carroll, Mrs. Byron Foy and Mrs. Randolph Hearst were the most faithful audience. As for the staffs of Harper's Bazaar, Vogue, Mademoisselle, the New York Times, etc., even though they had on their best decollete numbers, they looked more like obedient schoolgirls scribbling away in shabby old notebooks.

Dior's two main themes are the "Windmill" and the "Scissors." The fabric is either folded over like windmill vanes or crossed like windmill vanes or crossed like scissors. He shows both slim and full skirts, immense shepherd coats made of rustic fleece, suits made of men's fabrics, shoulders wide without padding. His greatest success is the short, tight, strapless evening gown. It comes in all colors, in all fabrics. It is the emblem of the 1950 woman: free and easy going. Paris, did not miss a showing

easy going.

American buyers are confused.

They have 48 hours to make up
their minds . . . by then the fate of
the 1950 American woman will be

ANGELS FEAR TO TREAD B'WAY

Guild Again Financing Four Shows In Single Block for 200G Total NEWPRODUCTIONS

nancing four of its scheduled productions this season in a single biock, for a total of \$200,000. The block, for a total of \$200,000. The shows and their individual budgets are "Good Housekeeping," the Helen Hayes starrer, \$40,000; "Hilda Crane," Samson Raphael-son comedy for which Margaret Suliavan is sought, \$45,000; "Out of the Dust," Lynn Riggs drama, \$45,000, and the Katharine Hep-burn revival of "As You Like It," \$70,000.

Backers will have 1% in all four shows for \$4,000 and, as usual with Guild productions, there is provi-sion for unlimited overcall. Un-derstood that the \$200,000 is vir-tually all subscribed.

tually all subscribed.
Guild production of the musical, "Pursuit of Happiness," being financed separately at \$200,000, is reportedly all subscribed. Half the amount is being put up by Anthony B. Farrell, the upstate industrialist who sank a fortufie the last two seasons in backing his own shows. Terms for this deal are said to be standard for limited partnership investment, with Farrell entitled to 25% of the profits for his \$100,000.

Although he will have associate

Although he will have associate producer billing, Farrell will reportedly have no production authority. However, as the musical will probably play his Hellinger theatre, the deal gives him equal say as to closing.

The four Guild shows financed as a block, for a total of \$150,000, last season were "Set My People Free," "The Silver Whistle," "Make Way for Lucia" and "My Name Is Aquilon." Only "Silver" was a success, paying approximately \$50,000 return on its \$38,000 investment.

Chatham, N.Y., Operator Sets Fall Hyattsville, Md., Stock; Wins \$2,092 Suit

Albany, Aug. 16.

Donald Wolin, one of the opera-tors of the Crandell theatre sum-mer stock company which recently closed in Chatham, N. Y., will be-gin a season in Hyattsville, Md., in October gin a seasc in October.

It's reported that Dean Good-man held an option on the Mary-land spot, but let it expire.

Wolin's Default Win

Wolin's Default Win
Donald Wolin won \$2.092 default
Judgment in New York last week
from the National Repertory Theatre, which Dean Goodman had
planned to open last spring in
Washington. The money represented a loan to Goodman, who
until recentiy was associated with
Wolin in the operation of the
Chatham strawhat. Goodman has
since gone to the Coast. since gone to the Coast.

Wittenberg, Carrington and Farnsworth were attorneys for Wolin in the suit against, Good-man

Carroll Wants Support For Rice's 'Children'

Madeieine Carroll, being sought by Eimer Rice for a starring role in the Piaywrights' Co. production of his "Not for Children," is reof his "Not for Children," is reportedly insisting that a name
player also be cast for the male
lead, Actress is said to feel that
the somewhat unconventional play
should have proven performance
strength in the leads, and that she
should have support in that catesory as well as in boxoffice draw.

Basil Retitions

Basil Ratibone was offered the ton Music Hall Saturday (20) with male lead, but turned it down, and the final performance of "Tobacco other names are being sought. Miss Carroll's availability may be dependent on the tour of "Goodbye, My Fancy," in which she opens Sept. 19 in Boston. She's road in the early fail. The Music committed for the Fay Kanin Hall, now in its fourth season as comedy through next January.

Attention Murtagh

Attention Murtagh
Johannesburg, Aug. 9.
After only 14 people turned
up the first night to see the
South African Nationai Theatre Co. when it played Roodepoort, small town near Johannesburg, members of show
went from door to door handing out free pa-ses to insure
better audience the following
night. Result was packed
house. Many of audience, however, gave donations to company after show.
Play was "The Giass Menagerie."

Baron Resumes Prepping 'B'way'

tion of the new edition of "45 Minutes from Broadway" this season have been resumed by Milton Baron. As company manager of "Miss Liberty," he has been too busy the last several months to work on the George M. Cohan show. But now that the Irving Berlin, Bohert F. Sharwood marked is lin-Robert E. Sherwood musical is established at the Imperial, N. Y., Baron can again devote his atten-tion to "45 Minutes."

After several unsuccessful After several unsuccessful attempts to get a suitable book, Baron has definitely settled on a version prepared by George Oppenheimer, who is now working on minor revisions. There is no postion date on the property, but Baron expects to be able to renew it without difficulty. He expects the production to cost about \$150,000-8175,000. Jerome Robbins will probably do the dances, but Robert Lewis Is no longer in line to direct.

to direct.

Seven unpublished Cohan songs to be used in the new show are "That Old Love Interest Has Got to Be There," "Life Is Like a Musical Comedy," "One of the Callahan Girls," "There's a Play in My Heart," "An Old Guy Like Me and a Young Girl Like You" and "Musical Comedy Man." In addition, "The Shoes that Hurt," which Cohan wrote for himself and the Cohan wrote for himself and the late Sam H. Harris to do at a Friars Frolic, may be used. Also possibilities are "Harrigan," from

Friars Frolic, may be used. Also possibilities are "Harrigan," from Cohan's show, "50 Miles from Boston," and "I Want You," from his "Talk of New York."
Songs to be retained from the original "45 Minutes" are: "Mary's a Grand Old Name," "So Long, Mary," "I Want to Be a Popular Millionaire" and the title number.

BERLE 30G ANGEL FOR **NEW COAST MUSICAL**

Hollywood, Aug. 16.
Ray Golden and William Katzell
will soon get underway with "Alive
and Kicking," musical they intend
to produce here for ultimate
Broadway appearance. Milton Berle
is one of the angels, digging down
for \$30,000, figure that is supposed
to represent one-seventh of the
total investment.
Golden and Katzell hope to get
Bert Lahf for the lead. Casting has
started, with Leighton Brill and
Bill Trinz handling that end.

Rich Preps Road 'Sky'

Ciinton, N. J., Aug. 16.
Eddie Rich will shutter his Cliton Music Hall Saturday (20) wit
the final performance of "Tobacco

Scarcity of financing, a perennial difficulty at this time of year, is delaying the unprecedented number of Broadway's scheduled fall productions. Situation has become so acute that in a number of cases managements more or less frankly admit their inability to get backing, instead of blaming postponements on "casting difficulties," "script trouble" and such traditional abserts. al chestnuts.
Only about a dozen of the "defi-

al chestnuts.

Only about a dozen of the "definite" fall prospects are known to be completely financed. But several established managements are reportedly still beating the bushes for backers for productions which are mostly cast and for which specific rehearsal dates are set. Certain shows, now fully subscribed, required voice-exhausting persuasion by the producer, as well as endless "auditions," to scare up all the coin.

Among the new presentations for which the ante is in the producer's coffers are Maurice Evans "Double Bill." George Abbott's "Touch and Go." the Kermit Bloomgarden-Gibert Miller "Montserrat," six Theatre Guild enterprises, headed by "I Know My Love," the Playwrights' Co. "Lost in the Stars," and Katharine Cornell's "That Woman." Most of the other announced projects, even seemingly sure items by name managements, are mired by lack of wherewithal.

Several factors complicate the already tough situation. One is

wherewithal.

Several factors complicate the already tough situation. One is that, with general business at a dog-trot, "risk capital" is abnormally elusive. The second is that, with production costs so high, a kingsize stake is necessary to put on even a one-set straight play. At the same time, there's a rage for musicals, legit's cash-consuming and doubtful-payoff champs.

St. Paul Feelings Soothed As 'Finian's' Books Twin Cities on Return Visit

Cities on Return Visit

Minneapolis, Aug. 16.

"Finian's Rainbow" is coming back to the Twin Cities and this time will play St. Paul as well as Minneapolis.

Its action last season in confining its Twin City engagement exclusively to Minneapolis, where it played a week, caused the usual umbrage in St. Paul, where newspapers refused to accept its ads or give it publicity. In making Minneapolis its only Twin City stand, it was doing the same as "Annie Get Your Gun" and "High Button Shoes" also did last season, and the same as some other attractions have done in previous seasons. St. Paul also turned thumbs down on ads and publicity for those shows. The first big musical to hit here this season, "Brigadoon," plays both Minneapolis and St. Paul next month. St. Paul's mayor last season protested to the United Booking Office against the booking of shows exclusively in Minneapolis.

Kaufman Chores Strictly

Limited to 'Dulcy' Assist

New Hope, Pa., Aug. 16.

George S. Kaufman, who is providing a partial assist to Charles Gaynor on the latter's musical adaptation of "Dulcy," the Kaufman-Marc Conneily legit citck of 1921, denies reports that he is also working on a new comedy of his own. Author-director's lastsolo play was "The Butter and Egg Man," in 1925. Gaynor, who is doing the book, score and lyries for the musical "Dulcy," is the sole author of the current Broadway revue, "Lend an Ear."

an Ear."

Although he has talked to several different authors about possible collaboration projects. Kaufman insists he has nothing definite stated. He has no directorial assignments, either, he says.

COIN LACK MIRES Par Gets Slice in Three Upcoming B'way Musicals Via Pix Rights Angle

The Worm Turns

The Worm Turns

Minneapolis, Aug. 16.

Minneapolis Star had Don
Stolz, stage director and actor
of the Old Log strawhatter, review "The Front Page" because John K. Sherman, its
regular drama editor and
critic, was acting a role in it.
Stolz started off his review
thusly: "In the production of
The Front Page' at the Old
Log theatre, it is simple to
know where first to praise.
Don Stolz. The role of Earl
Williams, as played by Don
Stolz, is beautifully conceived
and inconceivably beautiful in
its performance." He dismissed Sherman with: "Also in
the cast was John K. Sherman."

Lesser Likely To Start Ballet War

What looks like another ballet war shaping up for Broadway is announcement that Arthur Lesser is planning to present the Ballet de Paris in N. Y. this fall, in association with the Shuberts. Lesser, now in Paris, is dickering with Roland Petit, the ballet's director, for a Broadway season starting Oct. 10 at an as yet undesignated theatre. theatre.
Sol Hurok is importing the Sad-

theatre.

Sol Hurok is importing the Sadler's Wells Ballet of London for a four-week season at the N. Y. Met, starting Oct. 9. Joint presentation of the two foreign companies is reminiscent of Ballet Theatre and Ballet Russe simultaneous engagements in N. Y. in recent seasons, with detrimental boxoffice results.

Lesser is due in N. Y., Sept. 1. He had been reported on the outs with the Shuberts following flop of his "Along Fifth Avenue" revue, but this has been patched up, it's reported. Both Lee and J. J. Shubert are said to be interested in the Lesser ballet project. Lesser is also understood to have reached an agreement with the Government on his tax troubles in connection with "Along Fifth Avenue."

MUCH ADO IN D.C. ABOUT 'ON TOWN' CUSS WORD

Washington, Aug. 16.
The District of Columbia needs a censorship board "qualified to determine what is harmful to public morals," it was declared last week after officials forced the deletion of several lines from "On the Town." Censors to worry about plays, motion pictures, dances, etc., would be something new for Washington and amusement circles hope that no such situation is foisted on them. The suggestion came from Assistant Corporation Council Clark F. King. The management of Meridan Hill open air theatre was warned

The management of Meridan Hill open air theatre was warned to delete the line "too G—— dam big" about dinosaur tracks from the museum of natural history seene in "On the Town." Next night, when the line remained in, Toney Matthews, the actor who spoke them, was arrested im-mediately after the scene. Hauled off to a police station, he posted a \$25 bond and got back in time for the next act. Next day, after the line and several others had been amended, the bond was refunded and charges dropped.

Paramount will have an interest in the film rights of three forth-coming Broadway musicals. In each case the studio's slice will stem from its ownership of the screen rights to some of the original material on which the show will be based. Terms of the three deals will vary.

mai material on which the show will be based. Terms of the three deals will vary.

The shows involved are "The Pursuit of Happiness," the Theatre Guild's musical version of the Lawrence Langner-Armina Marshail comedy, "Gentiemen Prefer Blondes," Herman Levin-Oliver Smith tune edition of the old Anita Loos comedy, and. "Guys and Dolls," Ernest Martin-Cy Feuer musical based on Damon Runyon characters and stories.

In the case of "Happiness," the studio is tossing in "ts film rights to the original play for a one-third share in the rights to the musical adaptation. In the case of "Blondes," more or "ass the same setup exists, except that Par's slice of the musical rights will be a bit less than one-third. Reduced cut will also apply to "Guys and Dolls," in which the company will participate via its ownership of one of Runyon's short stories, "The didyl of Sara Brown," part of which will be used in the show. Incidentally, "Idyl" was never filmed. Somewhat similar setup applied in the case of "Carouse!" for which 20th-Fox toss'd in its screen rights to "Liliom." the Ferenc Molnar play that Richard Redgers and Oscar Hammerstein. 2d, used as the basis for their Theatre Guild musical. The company gold of the show's film rights in return. However, in that instance, the studio's contribution has not paid off, since Rodgers and Hammerstein, in accord with their regu'ar policy, have refused to sell "Carouse!" to pictures.

Goldwyn's Turndown

Samuel Goldwyn recently turned down a like proposition for Cheryl

Samuel Goldwyn recently turned down a like proposition for Cheryl Crawford's production of the musical edition of "The Little Foxes," for which Marc Blitztein has written the score. He made a film version of the Lillian Hellman original some years ago, and still owns the screen rights.

Another such refusal was recently made by Sir Alexander Korda, who is planning a film based on Alan Paton's "Cry, the Beloved Country." In that instance, Maxwell Anderson and Kurt Weill, whose stage adaptation is about to be done by the Playwrights' Co., wanted the film producer to toss in the screen rights to the novel in return for a share of the rights to the legit version. When Korda refused, Anderson and Weill retitled their play "Lost in the Stars."

Jelin Estate Socked For \$2,767 Judgment; \$670 Default Nick vs. Boltons

Harold Stehle, who was associated with the late Max Jelin in the operation of the Belasco, N. Y., won a judgment for \$2,767 by default last week from Jelin's widow, Molly, and Sterling Theatres, Inc., which was the ownership company for the theatre. Claim was on a note covering a ioan the plaintiff made to Jelin

made to Jelin.

After Jelin's suicide about After Jein's suicide about a year ago the tangled affairs of the theatre were clarified when the property was acquired by a syndicate. The Shuberts subsequently bought the house and recently leased it to NBC for use as a radio studio.

Skinner's Gab Reprise

Oiney, Md., Aug. 16.
Richard Skinner will repeat his course on summer theatre and management for the American Theatre Wing in N. Y. beginning Sept. 16. In order to fulfill the teaching committe to New York weekly until the season ends at Olney theattre here, where he's co-producer.

Heiress' Sets Olney Record With 11G; D.C.'s 'Town' 8G; Other Barn News

Basil Rathbone in "The Heiress" roved to be the biggest crowdetter Olney theatre has ever had, ven outgrossing by several hunred dollars the hefty \$11,000 of best work. Tallulah Bankhead's best week here. Part of this is due to the Bankhead stand of a fortnight, as contrasted with the single week of the Rathbone stand. At any rate, with a capacity gross of over \$11,000 for the week, including with a capacity gross of over \$11,-000 for the week, including standees at almost every one of the eight performances, many cus-tomers were turned away. Another feature of the "Heiress"

Another teature of the "Heiress run were the large number of Con-gressional reps who trekked out to the country for a look-see. The Ben. Claude Peppers (D., Fla.), old friends of leading lady Erin or leading lady Erin
O'Brien-Moore, came, bringing
with them Supreme Court Justice
Hugo and Mrs. Black. Other solons
came because of rep of show and

Currently Olney producers Eve-lyn Freyman and Richard Skinner lyn Freyman and Richard Skinner are departing from the "name" policy and starring staffer Dean Harens, who has been rating favorable critical comment for his supporting roles all season, in a revival of the old "School for Charm," shortened to "Charm," outcome, from b.o. viewpoint, looks somewhat hazy. Olney seasons when the standard the property of the standard through the standard t Outcome, from b.o. viewpoint, looks somewhat hazy. Olney season has been extended through Oct. 2, with the Moss Harts in "Man Who Came to Dinner" set for their sole strawhat stint for week of Sept. 20, and Sarah Churchill and Jeffrey Lynn in "Philadelphia Story," inked for following week.

Watered-Down 'Town' OK

Washington, Aug. 16.
Washington, Aug. 16.
Watered-down version of "On the Town," with the spirit, if not the letter, of the Bernstein score ably retained by a group of spirited youngsters from the original cast, proved biggest grosser to date at proved biggest grosser to date at Meridian Hill. Town's new out-door theatre had over \$8,000 in the

door theatre had over \$8,000 in the till despite being rained out Friday, with every seat sold.

Encouraged by signs of growing interest in the project, Productions, Inc., sponsoring outfit, is planning to stretch the season for another four weeks. Current is Vicki to stretch the season for another four weeks. Current is Vicki Cummings in "Design for Living," with b.o. prospects good, if the rains stay away. Future bookings are not yet definite.

Season has been touch and go for this enterprising group, with Equity rulings and restrictions not belining despite a lot of word en-

belping, despite a lot of word en-couragement. Despite this, group is already mulling possibility of forming into an all year round

New Hope's 'Heiress' Big

New Hope's 'Heiress' Big

New Hope, Pa., Aug. 16.

John Carradine and Margaret
Phillips in "The Heiress," despite
record heat for first four days of
week, turned in neat gross for
Bucks County Playhouse. Newspapers and word of mouth were
best of season, especially on Miss
Phillips' emoting in title role. Despite slow start first two nights,
the SRO sign was dusted off and
hung from Wednesday matinee
through balance of week.

Oliver Thorndike, Margaret Mullen, Ruth White were in supporting
cast. Paul Morrison staged with
set by David Reppa.

This week Henry Jones is Erwin
in "Three Men On a Horse," with
Sara Seegar as gambler's cookie
(role she played in London production', Teddy Hart and Maggie
fullen in original roles. Joe Downing, John Marriott, Carl White and
Ben Laughlin are also in troupe,
which was directed by Bob Caldwell.

Last week's report on Walter

well.

Last week's report on Walter
Siezak in "Laburnum Grovex" was
overestimated. Priestley play was
next to weakest bill of season to
date.

Music Circus Still Draws

Lambertville, N. J., Aug. 16. t. John Terrell's Music Circus St. John Terrell's Music Circus continues to attract pewholders, although "Bitter Sweet," Noel Coward operetta starring Wilbur Evans and Dorothy Sandlin proved less popular than previous vintage pieces. Trade was over \$6,500 on week, which saw extra chairs and bleachers again in use to accommodate customers on weekend. Word of mouth was not as hefty because of dependence on book in-

erettas.
"Rose Marie," opening for a
week tonight (16), with Wilbur week tonight (16), with Wilbur Evans and Susanna Foster, has hardy advance. "Sweethearts" will follow. "Of Thee I Sing," originfollow. "Of Thee I Sing," originally announced, has been cancelled

ally announced, has been cancelled out.

"Bitter Sweet" cast included Johnny Call, Jack Enden, Audrey Guard, Phyllis Wilcox, Glynn Hill. Evans staged, with Bob Zeller musical director. Susanna Foster dropped out of cast because of illness with Dorothy Sandlin substituting. Phyllis Wilcox took over Miss Foster's role in "Vagabond King" for final two performances.

Red Barn's Tryout
Westboro, Mass., Aug. 16.
Red Barn will try out a new revue. "Lo and Behold," for the week
starting Aug. 30.
The music is by Brown Furlow
and the book and lyrics by William Happ.

White Barn in 'Sky' Snag
Pittsburgh, Aug. 16.
White Barn theatre, which had
its biggest week of the summer
with "Light Up the Sky" last
month, has met a snag in its plan
to repeat the Moss Hart play early
in September. Rights have since
been withdrawn by Edward Rich,
who controls the show, and plans
to send it on the road next season

(Continued on page 59)

(Continued on page 59)

Duncan Concerts Ducked for 'Stars'

Todd Duncan is due Sept. 11 from Australia, to begin rehearsals in "Lost in the Stars," the Playwrights' Co. production of the Maxwell Anderson - Kurt Weili adaptation of Alan Paton's novel, "Cry, the Beloved Country." Singer, who is cancelling the remainder of a concert tour, has agreed to stay with the show through the 1950-51 season, if required. However, he will get expend years the sill set according to the stay will set according to the set of the ever, he will get several weeks off next spring to fill previously-booked concert dates in the U. S.

Other principal role in the play, a white man, has not been cast. Rouben Mamoulian will direct the production.

FIRE RAZES HISTORIC DES MOINES COLISEUM

Des Moines, Aug. 16.

Des Moines, Aug. 16.

Fire of unknown origin destroyed the Des Moines Coliseum, historic downtown landmark on the west bank of the Des Moines river here Saturday (13). The 41-year-old building, an entire block-long, had only one buckled wall left at the end of the two-hour inferno that was a three-alarm for every fighter and piece of equipment available. No firemen were injured and no injuries reported to the more than 10,000 spectators. It is said it would cost \$1,000,000 to replace the building, which was insured for \$60,000.

Many of the nation's celebrities from political, stage and sports life, have appeared at the Coliseum since it was built in 1908. Five presidents have campaigned or spoken in the building, which has also host to such names as the late Gen. John J. Pershing, Gen. Leon-ard Wood, Guy Bates Post, Eddie Rickenbacker, Charles A. Lind-bergh, Rudoiph Vaientino, Anne Pavlova, Paul Whiteman, John Phillips Sousa, Josef Hoffman, rmitips Sousa, Josef Hoffman, Anna Case, Schumann-Heink, Jas-cha Heifitz, Mary Garden, Fritz Kreisler, Alma Gluck, John Mc-Cornick, Jack Dempsey, Gene Tunney and others.

Pix Rights to 'Arthur' Partly Held by RKO

What Was All the Shootin' For. London Asks on 'Road'

London, Aug. 16.
General reaction to last week's first public performance of Jack Kirkland's "Tobacco Road" here was wonder what all the censorship furor had been about. Play w unfavorable notices from th critics, most of whom questioned why the Lord Chamberlain had banned it for the last 12 years.

Georgia white-trash drama had

been presented recently at a priopen presented recently at a private club, but was finally okayed for public performances after a few cuss words were deleted. It's slated to continue until early fail at the Embassy, Swiss Cottage (a. 1) smail nabe house), then move to a regular West End house.

Passion Play Into 'Training'

Oberammergau, Aug. 9.
"Training Plays" are being presented here every weekend during August in preparation for the 1950 Passion Play, first to be given since 1934. The dates for next year are May 21 to Sept. 17, four times weekly. Play runs five hours with morning and afternoon sessions. Visitor Luys all-inclusive ticket entitling him to accommodation in the town, as well as a place in the 6,000-seat theatre.

6,000-seat theatre.

Alois Lang, last one to portray the Christ, is now too old for the part. He will probably speak the Prolog. Anyone from the town is eligible to try out for the play except married women. Cast is selected by an elected committee, plus the Town Council, the priest, and the director, George Johannes Lang. Lang also designed sets and costumes. He is a wood carver by trade. Rehearsals start in November and continue until the opening.

Can. Govt., Patrons Kick In 6G to Send 'Eros' Abroad To Edinburgh, Glasgow

Toronto, Aug. 16.

At invitation of the directorate of the Edinburgh Festival of drama and music, the Canadian cast and production of "Eros at Breakfast," winning 'play of the recent Canadian Drama Festival, will sail aboard the Empress of France Aug. 26 for a five-night run (Sept. 5-9) to be held in the Scottish capital. Troupe will then go into a Glasgow theatre. The \$6,000 tab for the trip will be underwritten by the Canadian government and drama-loving patrons.

the Canadian government and drama-loving patrons.
Robertson Davies, author-director, will plane four days later to catch up with the company at Southampton. Wealthy small-town editor of The Peterborough (Ontario) Examiner, Davies during his Oxford undergraduate days was a member of the Old Vic Co. in the heyday of Laurence Olivier and Ralph Richardson. He has also been running a summer theatre in running a summer theatre in Peterborough, Ont, with Michael Sadier and Graham Ferguson of the London, Eng., theatre, as co-

M. KANIN IN N.Y. TO SET DEFINITE 'FANCY' TOUR

Michael Kanin planed from Hollywood last weekend for confabs with Richard Aldrich and Richard Myers, regarding their production of "Goodbye, My Fancy," at the Fulton, N. Y. Aldrich came to town for the confabs from Cape Cod, where he operates strawhats at Dennis and Falmouth.

Final decision was reached to take the Fay Kanin comedy on the road, opening in Boston, Sept. 19, with Madeleine Carroll back in the starring part. Formation of a second comedy, headed by Ruth Hussey, to continue the play on Broadway, is no longer being considered.

PETERS' EUROPEAN TREK

Worcester, Aug. 16.
Susan Peters, touring in "Glass
Menagerie" and "Barretts of Wimpole Street," will go to Europe in
January on a six-month vacation.
She'il finance the trip by profits
from "Sign of the Ram," frozen
in those countries.

Barn Biz Boff

'Agents' Greediness'

In similar vein, Sara Stamm, who operates the Newport (R.I.) Casino, complains about "producers attempting to recoup road losses by charging an exorbitant flat fee, in addition to royalty, for plays which failed on the road. Trend will kill summer theatres," she says. Miss Stamm also inveighed against "agents' greediness" in the matter of salaries, and "stagehands union encroaching where budgets can't afford them."

Managers were asked whether large salaries to one or two starssuch as the \$5,000 weekly coin paid Tallulah Bankhead — had inflated fees for other names. Comment was mixed, some saying no, others admitting it had. "Most of the stars have been very fair on this point," says John Lane, of the Fairhaven (Mass.) theatre. Lewis Harmon, of the Chapel playhouse, Guilford, Conn., says: "It's difficult to convince stars and their agents that although a Princeton house seating 1,800 can pay \$2,500 or more, 400-500 seat houses are limited and cannot pay fantastically high salaries plus percentages."

"One or two stars have complained because Tallulah received such a high salary," says Aldrich, "but on the whole most stars realize that Tallulah draws capacity business, and most of them do not. In my opinion, no stars should re-

business, and most of them do not. In my opinion, no stars should re-ceive more than a guarantee of \$750 to \$1,000, plus a percentage above a reasonable break-even fig-

wre."
Most managers, such as Ogunmit Me.'s, Mrs. Maude Hartwig, Most managers, such as Ogun-quit, Me.'s, Mrs. Maude Hartwig, admit, however that name stars are still the best insurance for good business. "But untried managers," warns Aldrich, "should be very careful lest certain agents foist on them so-called name stars who draw large salaries but have no boxoffice draw whatsoever. We all know cases where so-called stars have not grossed enough to cover their own salaries."

their own salaries."
"Only top names draw," says
Milton Stiefel, of Ivoryton (Conn.) playhouse. "Average names are losing their appeal." Blake John-son, II, at Marblehead, Mass., losing their appeal." Blake Johnson, II, at Marblehead, Mass., while admitting the need of names, says, "a good star in an excellent play is better boxoffice than a bigger star in a poor vehicle." Westport found that "important plays, well cast, are the best insurance. We alternate with name stars to get variety." get variety.

Theron Bamberger, of Bucks County playhouse, New Hope, Pa., reports, "We have done big busi-ness without names and sometimes ness without names and sometimes poor business with. It depends on the star and the choice of play." Melville Burke, at Lakewood theatre, Skowhegan, Me, isn't interested in names. "We successfully sell plays, not personalities," he sally. "We're playing a few stars this year; next season we shail play none."

Star 'Frankenstein'

Star 'Frankenstein'
William Miles, of Berkshire playhouse, Stockbridge, Mass, declares
"A recent Broadway success without a star will draw almost as
much business as an older play
with a star who has a draw. I regret that many a bona-fide star
does not outdraw a bad play."
"Since I started the star policy."
"Since I started the star policy."
writes John Huntington, of Spa
Summer theatre, Saratoga Springs,
N. Y., "I cannot stop it. I must
keep giving them bigger and bigger names in order to keep my
business on a decent level, and the
bigger names I give them, the
more I have to pay for them."
"I think the choice of plays is
almost as important as the star,"
says Aldich, "and I would rether.

"I think the choice of plays is almost as important as the star," says Aidrich, "and I would rather book a less well-known star in a very fine play than a well-known star in a very inferior vehicle."

Burke predicts, "The star system will eventually put the summer theatres out of business. The excessive and absurd salaries de-

costs are correspondingly higher this year, due to higher production fees, enlarged operations, etc., but mainly due to higher salaries.

Aldrich's costs are up, he says, "due to the uncalled-for increase in royalties by the Dramatists Guild Equity has created no financial problems, but the Dramatists Guild has. It's absolutely ridiculous that one should pay as high a royalty for a piece of old tripe like 'Love From a Stranger,' The Two Mrs. Carrolls,' or 'Lovers and Friends,' as for 'The Heiress,' 'O, Mistress Mine' or 'For Love or Money.' "

'Agents' Greediness'

In similar vein, Sara Stamm, who operates the Newport (R.I.) Casino, complains about "producers attempting to recoup road or start a concert this search is search as the minute with practically no rehearsal. For the protection of its rank and file, Equity should do something about this situation."

Johnson reports, "We did great this search as concert the search are not enough players of equal that sooner or later the summer playhouses will end up in the red."

To Lane "This Johnson se points are not enough players of equal are not enough players of equal that sooner or later the summer playhouses will end up in the red."

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To Lane 'This Johnson se poi

Johnson reports, "We did great business with a concert this season Hildegarde in a one-woman how. This seems to open the

show. This seems to open the summer theatre field for more than just straight drama."

Miles says. "You have to play poker" in this strawhat game. John Huntington sums it up, "I think I'm crazy to be in this business. When last seen I was walking in the direction of the Hudson River shaking my head and talking to myself."

Chi's Citronella Circuit Clicking

Chicago, Aug. 16.

Lack of legit fare this summer in the loop may have something to do with the booming biz of the citronella circuit in Chi's suburban area. Chevy Chase Summer theatre, with six successful weeks under its belt in its first season, may extend activity beyond original eight weeks planned, playing until Oct. 1. Each week they've added chairs, increasing the capacity from 500 when they opened to nearly 800 at present. Grosses have jumped accordingly, from a profitable take of around \$4.600 during its opening week, to over \$7.200 in recent runs.

Tent House theatre, with no star

Tent House theatre, with no star setup, reports near capacity biz, with the 100 by 70 foot tent in Highland Park, III., bursting at its seams with extra seats installed. H. seams with extra seats installed. II.

M. Rogers, producer of Tent House, plans a tent circuit in the Chi area for a future season, figuring he can keep expenses down by taking his cast and productions from one tent to another in the area. Group will play "Night Must Fall" will play "Night Must Fall"
Thursday (19), with Donald Curtis
of the resident company in the
lead.

Lake Zurich Playhouse, Lake Zurich, Ill., is having a difficult time with its small seating capacity, since weekly requests for tickets go way beyond its 200 mark. They too have extended their season because "All My Sons" and "Years Ago" after Sept. 4.

atter Sept. 4.

Meanwhile, "Mr. Roberts" as solo presentation in the loop, rounds out its 50th week, with hefty b.o. play and steadily rising biz. Legiter pulls up stakes Sept. 17.

SHUBERTS DUE IN COURT RE PIRANDELLO PLAYS

As officers of Select Theatres Corp., a Shubert subsidiary, Lee Shubert, J. J. Shubert, Milton R. Weir and J. F. Waters are sched-uled to appear in N. Y. federal court Monday (22) for examination before trial in a suit brought against Select by actress Marta Abba

ADDa.

Miss Abba is pressing the action in an effort to establish her legal rights to four plays written by the late Luigi Pinandello. She charges that Select has claimed certain rights to the works which has prevented her from exploiting the plays in the U. S.

LEGIT FOR FOSTORIA, O.

Fostoria, O., Aug. 16.

The theatre is coming to this small community this year.

"Fair and Warmer" and "The Heiress" already have been selected as two of the three plays to be presented here by professional casts from New York.

Total Legit Grosses

The following are the comparative figures, based on Variety's boxofice estimates, for last week (the 11th week of the season) and the corresponding week of last season:

BROADWAY	Season	Season
Number of shows current	13	14
Total weeks played so far by all shows	169	222
Total gross for all current shows last week	\$342,900	\$354,000
Total season's gross so far by all shows	\$4,268,600	\$4,700,400
Number of new productions so far	2	2
ROAD		
(Excluding Stock)		
Number of current touring shows reported	7	12
Total weeks played so far by all shows	108	150
Total road gross reported last week	\$155,500	\$285,300
Season's total road gross so far	\$2,844,400	\$3,486,900

'Heiress' Sets Record

burgh district.

burgh district.
"Sky" played to capacity at the
White Barn and would have done
the same thing again. Flags and
Low have tentatively scheduled
"Chicken Every Sunday" to fill the
blank stanza but are trying to get
"Two Blind Mice" instead. There's
been no word on it, however, since "Two Blind Mice" instead. There's been no word on it, however, since the producers don't know whether Melvyn Douglas will be available in the fall, in which case it'll be toured. If actor decides to remain in Hollywood, "Mice" won't go on in Hollywood, "Mice" won't go on the road and White Barn will probably be able to snare it.

'Boy' \$4,900 at Berkshire
Stockbridge, Mass.. Aug. 16.
The Berkshire playhouse here
took in \$4,900 for its production of
"The Winslow Boy" last week. A
name star wasn't used for the offerling, leaving the work entirely in
the hands of the resident company.
A capacity gross of \$5,340 was
taken in the week of Aug. 1 with
"The Medium" and "The Telephone" package. "On Approval,"
with Mary Wickes, is current.

Chevy Chase's 'Tree' Hit
Chicago, Aug. 16.
Chevy Chase Summer Theatre
hit its biggest grosser in its sixth
week of operation, with Mady
Christians in "The Vinegar Tree,"
which closed Sunday night (14).
The \$7,160 take included SRO for
the weekend performances with

the \$7,160 take included SRO for the weekend performances, with Miss Christians breaking the Saturday night record (13) with \$1,650.

Chevy Chase has increased its seating capacity by 200 since its initial week. Buddy Ebsen openstonight (16) in "The Man From Home."

Drake-Stoddard 7G

Fake-Stoddard 76 Fayetteville, N. Y., Aug. 16. Tom Drake and Haila Stoddard In "Her Cardboard Lover" did \$7,-000 at Nancy Phillips' Country Playhouse here last week. "Let Us Be Gay," with Kay Fran-cis, is curred. cis, is current.

Hartmans' Mt. Kisco Bowout
Mt. Kisco, N. Y., Aug. 16.
The Paul and Grace Hartman revue, "Up to Now," will end its tryout tour of the summer circuit at
the Westchester playhouse here.
Show, the first musical to play the
theatre, has been booked for eight
performances beginning Sept. 5.
According to Barton H. Emmet,
Westchester playhouse producer,
certain technical difficulties must
be met in order to accomodate the
show. The first three rows of seats
will be removed to provide place will be removed to provide place for musical accompaniment. If the revue meets with success, the play-house will offer more musicals next year, if they are available. Freddie Bartholomew is making his first summer appearance this

Freddie Bartholomew is making his first summer appearance this season at the Westchester play-house in "The Hasty Heart." Play began its engagement yesterday (Mon.),

Stockbridge Adds 12th Week
Stockbridge, Mass., Aug. 16.
William Miles, who in his 14th
season has been playing to top
grosses at the Berkshire Playhouse
after a mild first two weeks, is
adding a 12th week, with Ann
Harding in "Yes, My Darling
Daughter." This will be Labor
Day week. Miles established a
new house record, in the 496-seater, at \$2.90, with Kay Francis in
"Let Us Be Gay." He followed

Shawn's 'Jacob' Preem

Lee, Mass., Aug. 16,

The world premiere of "The

Dream of Jacob," with choreography by Ted Shawn, music by

Darius Milhaud, and costumes and
decor by John Chrlstian, will be
given at Jacob's Pillow Dance Festival, near Lee, Friday (10). There
will be matinee and evening performances of the ballet, commissioned by the Elizabeth Sprague

College Foundation of the Library
of Congress, that day and Saturday.

of Congress, that day and Saturday.

Shawn, Swen Swenson, Karoun
Tootlkian, Richard Aboud, Charles
Conklin, L. D. Sparkman and Joseph Marks are in the cast.

Pitt Biz Good

Pitt Biz Good
Pittsburgh, Aug. 16.
Strawhat biz in this territory is up for '49. Last year, in its first season of operation, White Barn theatre, operated by Actors Clay Plagg and Carl Low, played to around 86% of capacity.

So far this year aiready they're up to 91%, with more than a month left to go, and attendance building week to week.

2 Blind Players for 'Smoke'

2 Blind Players for 'Smoke'
Pittsburgh, Aug. 16.
Two sightless members of the Lighthouse Players of the New York Assn. for the Blind have been signed for roles in the Mountain Playhouse presentation of Tennessee Williams' "Summer and Smoke" at Jennerstown, Pa., next week. They are Ruth Askenas and Ida Scotti. They appeared last year in New York in their organization's productions of "Post Road" and "The Old Maid," and will be seen with resident members of the Jennerstown company. Although "Summer and Smoke" will be toured next season by Margo Jones, Mountain Playhouse got the rights to the drama because it is so uncentrally located to key legit centers, being around 80 miles from Pittsburgh and around 250 from Philadelphia. Since it draws only a small percentage of its trade from this city, strawhat showing wasn't figured to hurt its later chances here any. Pittsburgh, Aug. 16.

Six for London, Ont.
London, Ont., Aug. 16.
Opening with "Meet the Wife,"
yesterday (Mon.), the SheltonAmos Players will present six
plays in summer repertory here,
to be followed by a tour of Western
Ontario in the musical "Irene,"
Hall Shelton and Ruth Amos, in
conjunction with the London Little
Theatre, are producing the shows.
Negotiations for the revival of
summer stock here after 15 years
were started when Shelton produced "The Ivy Green" here prior
to its Broadway engagement. Included in the company of nine are
Miss Amos, Viki Marsden, Howard
Blaine, Bruce Brighton, Laura Lee
and Leland Harris.

Will-O-Way's 'Service'
Detroit, Aug. 16.
Will-O-Way Playhouse, strawpresents "Room Service" tonight
(16) for a two-week run. Director
William W. Merrill said advance
ticket sale has been heavy.
The theatre's last production.
"John Loves Mary," nearly
equalled the all-time gross of its
predecessor, "Here Today."

SHOWS 55G DEFICIT

Despite one of the most successful seasons in four years of operation, the Civic Light Opera Assn. showed a \$55,000 deficit for its just-ended nine weeks of summer operettas at Pitt Stadium. Total gross was just short of \$331, 000. Loss will be covered by voluntary contributions from 35 sponsors. Deficit may jump another \$5,000 if rain delays dismantling the huge stage and electrical system.

Incidentally, loss was \$15,000 less than management anticipated at beginning of the season. As a result, \$50 pledges given by 350 guarantors will be returned to the individuals. individuals.

individuals.
Biggest grosser was "Naughty Marietta." followed by "Wizard of Oz" and "Rose Marie." Latter would have been the top show had it not been rained out at one performance, costing more than \$10,000. Out of 54 scheduled performances, only five were washed off the boards but all of them came on Friday and Saturday nights, normally the biggest of the week.

'Roberts' \$23,500 In 49th Chi Week

"Mister Roberts," with no legit competition in the loop, continues to climb, with 50th week coming up. By Sept. 17, when vehicle exits Erlanger theatre its 54-week run here will have been one of most profitable stays of any legiter the past five years. Approaching season should be active, with "Summer and Smoke" the latest addition, for a Sept. 5 opening. Meanwhile, strawhatters report increased biz, with Chevy Chase Summer theatre breaking its single light take Wednesday (10) with Mady Christians in "The Vinegar Tree." Buddy Ebsen opens tonight (16) in "The Man From Home." Visitors in for the All-Star game Friday (12) boosted weekend take of "Roberts." Upped \$23,500.

ROBERTA' SOCK \$55,000 AT ST. LOO OPEN-AIRER

AT ST. LOO OPEN-AIRER
St. Louis, Aug. 16.
Upholding its record as one of the best coin-grabbers of the Municipal Theatre Assn.'s repertory. Jerome Kern's "Roberta" wound up its fifth one-week stand at the al fresco playhouse in Forest Park Sunday (14) with another sock b.o. record. A total of 80,422 payes, including a new banner mark of 11,983 for the Friday (12) performance, shelled out \$55,000. Marion Bell, a native, and Jack Britton, making his sole p.a. in the open-air enterprise, scored with the crix and customers. Routines by Jack Goode, Sybil Bowan and Ray Malone also were heavy clicks.
Victor Herbert's "The Red Mill" has been revived for the sixth time and teed off a seven-night run last night (Mon.). An opening night crowd of 11,000 grossed approximately \$4,500.

Green's 'Grimm' Warmly Received in London Bow

The Return of Peter Grimm,"
David Belasco's old tear-jerker
which somehow had never been
done in England, was presented at
the Aldwych theatre last Wednesday (10), with Harry Green
starred. It previously played a
provincial tryout tour. Piece is
splendidly acted and was warmly
received, but the audience obviously appreciated the star's affectionate interpretation of the spectral
role more than it did the dated
play. Show should have a limited
run on Green's popularity.

run on Green's popularity.
Robert Henderson directed, and there is special music composed by Hans May.

Current Road Shows

(Aug. 15-27)

"Blackouts of 1949"—El Capitan.
L. A. (15-27).

"Brigadoon" — Temple, Tacoma (15-16); Met. Seattle (17-27).

"High Button Shoes"—Philharmonic, L. A. (15-27).

"Kiss Me, Kate"—Curran, Frisco (15-27).

15-27). "Mr. Roberts" — Erlanger, Chi

PITT OPERETTA SEASON B'way Grosses on Toboggan Again; 'Detective' \$17,200, 'Howdy' \$35,000, 'Liberty' 40G, 'Ear' 20G, 'Roberts' 30½G

'Brig' 30G in Split

Portland, Ore., Aug. 16.

"Brigadoon," playing four perTormances at the 4,000-Auditorium
here, last Thursday-Sajurday (1113), piled in a gross of about \$22,000. Following a take of \$8,000 for
two showings Monday-Tuesday (8-9)
at the Auditorium, Sacramento, it
brought the week's receipts to
\$30,000.

Musical is splitting the comment

Musical is splitting the current week between Tacoma and Scattle.

'New Moon' 40G, 'Mary' 7G, L.A.

Los Angeles, Aug. 16.
Sudden two-day coolness helped put a crimp in the draw to Gene Mann's outdoor production of "New Moon" at the Greek theatre, knocking the usual gross scored by the Griffith Park amphitheatre attractions down a bit for the week. "John Loves Mary," marking June Lockhart's first Coast appearance since she scored on Broadway, was a distinct disappointment at the boxoffice. Show is being presented by the Masquers Club, without much pre-production ballyhoo.

ballyhoo.
"Sugar Hill," all colored revue at

"Sugar Hill," all colored revue at the Las Palmas, and Ken Murray's "Blackout of 1949" both remained consistently good. Estimates for Last Week "Blackouts of 1949," El Capitan. (373d wk) (1,142; \$2.40). Solid usual biz of \$17.100. "John Loves Mary," Biltmore. (1st wk) (1,636; \$2.50). Sealing down of price and lack of publicity promotion kept gross down to \$7,000. "New Moon," Greek Theatre, (1st

"New Moon." Greek Theatre. (1st wk) (4,400; \$3.60). Show failed to impress as previous "Annie Get Your Gun" did, and cold weather (for Los Angeles) held-folk at their firesides. Gross was \$40,000—down sharply as compared to earlier outdoor offerings.
"Sugar Hill." Las Palmas. (5th wk) (388; \$3.60). Healthy biz; \$7,-000.

SAN CARLO OPERA 50G IN 10 D.C. AL FRESCOS

Washington, Aug. 16.
San Carlo Opera Co. did over
\$50,000 business here for 10 performances in a strawhat stand at
the open-air Watergate. The Fortune Gallo troupe moved in
imediately after the season concluded for the Watergate Symphony pop concerts.

The big amphitheatre was scaled
from \$1 to \$2.50 plus tax for the
opera series, the first which Gallo
has brought to Watergate since
1941. San Carlo got off to a strong
start with a fancy list of sponsors
topped by Miss Margaret Truman
and Attorney General Toin C.
Clark.

Dozen More Brokers Face Action as Toll Hits 21

With three more theatre ticket With three more theatre ticket agencies losing their licenses during the past week, the number of disenfranchised brokers has now reached 21 in the probe being conducted by John M. Murtagh, New York City commissioner of investigation. Action against about a dozen other outfits is pending. It's expected that the number of revocations will be relatively small for the next few weeks, as Murtagh's investigators gather additional evidence against other agencies.

agencies.

National Goes Class Pix

Washington, Aug. 16.

The up-again, down-again Na-onal theatre, which has experi-The up-again, down-again Na-tional theatre, which has experi-mented several different ways with pictures since it wound up as a legit house last summer, is now re-turning to a firstrun film policy. It

"Mr. Roberts" — Erlanger, Chi '(15-27).
"Oklahoma" — His Majesty's, Montreal (25-27).
"Streetear Named Geary, Frisco (15-27).

Desire" — Unring to a firstrun film policy. It will go after class pictures.
National starts the new phase this month with the D.C. preem of the prize-winning French pic, "Le Diable au Corps,"

Business tapered off again for most shows on Broadway last week. In face of the heatwaye and polio epidemic, attendance slip-ped below the level of the pre-vious week, but a couple of notches above the low point of early July. If the boxoffice trand follows

above the low point of early July.

If the boxoffice trend follows
the pattern of recent seasons, receipts for the next week or so
should continue at about the same
pace, after which the traditional
climb is due to start. It now appears certain that the number of
current shows will not fall below
the present 13, which is two more
than had been figured the possible minimum than had been sible minimum

with the reopening next Monday night (22) of "Anne of the Thousand Days," at the Shubert, and "Madwoman of Chaillot," at the Boyale, there will probably be 15 productions on the local boards. No additional starters are due until after Labor Day.

Estimates for Lact Work

til after Labor Day.

Estimates for Last Week
Keys: (Comedy.) D. (Drama),
CD. (Comedy.Drama), R. (Revue),
M. (Musical), O. (Operetta).
Other parenthetic figures refer
to seating capacity and top price,
including 20% anusement tax.
However, estimates are net; i.e.,
exclusing of tax.
"Born Yesterday," Miller (184th
wk) (C-940, \$2.40). Holdover from
the 1945-46 season is keeping aftoat
at the low b.o. scale and informum
operating budget; about \$5.000.
"Cabalgata." Broadway (5th wk)

the 1945-46 season is keeping affoat at the low b.o. scale and minimum operating budget; about \$5,000.

"Cabaigata," Broadway 6th wk) (R-1.900; \$3.60). Spanish show continues to get a profit at \$17,200.

"Death of a Salesman," Morosco (27th wk) (D-919; \$4.80). No variation for this multiple prize-winner; the limit again at \$24,100.

"Detective Story," Hudson (21st wk) (D-10,67; \$4.80). Maintaining a steady, profitable pace; \$17,200.

"Goodbye, Ms Faney," Fuldson (21st wk) (D-10,67; \$4.80). Maintaining a steady, profitable pace; \$17,200.

"Goodbye, Ms Faney," Fuldson (21st wk) (CD-366; \$4.80). Drooped again, but continues; about \$8,000.

"Howdy, Mr. Ice of 1950," Center (12th wk) (R-2,964; \$2.88). Following the normal second-season pattern for the ice revue series; satisfactory \$35,000.

"Kiss Me, Kate," Century (33d wk) (M-1,654; \$6. Another of the three always-maximum-gross entries; \$47,200.

"Lend an Ear," Broadhurst (35th wk) (R-1,160; \$6. Has slid from its hot pace of last spring, but Is still getting an operating profit; \$20,000.

"Miss Liberty," Imperial (5th wk) (M-1,400; \$6.60). Ultimate b.o. fate of this musical still not definitely indicated, but it has gotten big grosses thus far, with the help of its large advance sale. Especially strong matinee attendance may be a reflection of the high scale; approached \$40,000.

"Mister Roberts," Alvin (78th wk) (M-1,509; \$6. Remains the champ grosser and most-in-demand ticket in town; invariably gets all the house will hold; \$50,600.

"Streetear Named Desire," Barrymore (89th wk) (D-920; \$4.80, Holding consistent pace and seemingly set through the fall period; \$12,000

"Where's Charley?" St. James (44th wk) (M-1,509; \$6. One of the best stayers on the list, appar-

**S12.000 "Where's Charley?" St. James (44th wk) (M-1,509; \$6). One of the best stayers on the list, apparently strong enough to stick into next spring; bettered \$\$35,100.

'KATE' HOT 42G, FRISCO; 'STREETCAR' \$28,900

San Francisco, Aug. 16,

"Kiss Me, Kate," with Anne Jeffreys and Keith Andes, opened
Monday 16) at the 1,775-seat Curran to an overwhelming welcome.
Lines have been steady at the boxoffice since opening day in apite
of a pre-opening advance of more
than \$135,000. First week showed
a boff gross of \$42,000.

"Streetcar Named Desire," with
Judith Evelyn and Anthony Quinn,
hit a hefty \$28,900 for its third
week at the 1,550-seat Geary where
this click is scaled to a \$4.20 top.

VIENNA OPERA REPAIRS ON

Vienna Aug. 9.

Vienna, Aug. 9.

After a long pause cause by lack of funds, work on reconstruction of the State Opera, gutted in war time, has been taken up again.

ERP fund set aside 20,000,000 schillings for this purpose.

R&H Have Arrived as Longhairs; **Draw Record Stadium Turnout**

what looks like the start of another tradition, akin to the annual Gershwin nights, was the second annual Rodgers-Hammerstein concert at Lewisohn Stadium, N. Y., Saturday night (13). Program drew the season's largest crowd, of 21.000 people. (Gershwin night this summer, incidentally, drew the second largest, 20,000). Concert, which was artistically as much a success as it was financially, proved many things — that a Rodgers-Hammerstein evening can draw as much as a Tchaikovsky, Strauss or Gershwin program; that R-H music has the content, flavor, variety and appeal of national or folk music, and that the Broadway producer-writting the state of the

so a cension systems or Gershwin program; that R-H music has the content, flavor, variety and appeal of national or folk music, and that the Broadway producer-writers have definitely arrived, willymilly or even in spite of themselves, in the longhair pop field.

There were two main faults with Saturday's program. One was the Gershwin night complaint—sameness. Program, aside from the few "South Pacific" excerpts, was too much like last year's, in content and in soloists. Some lesser known R-H works than the familiar ones presented might have given the concert more fillip. The other complaint was repetition. An orchestral suite that presented the hit numbers of an "Allegro" or "Oklahoma!" was followed by the same numbers done as vocal solos or duets. Better judgment could have been shown here.

Otherwise, it was a worthwhile evening. Salvatore Dell'Isola, regular conductor of "South Pacific" at the Majestic, N. Y., made his debut as Stadium conductor of the N. Y. Philharmonic, and distinguished himself by his expert, tasteful handling of the R-H scores. Program included selections from "Allegro," "Carousel," "South Pacific," "State Fair" and "Oklahoma," with a mixed shorus of 40 assisting soloists and orch.

Robert Weede gave a rousing performance of the "Sollloquy" from "Carousel" and "Allegro," and "When I Marry Mr. Snow" ("Carousel") were distinguished solos, and Thomas Hayward's "If I Loved You" ("Carousel") was particularly appealing.

Richard Rodgers took over the baton for the evening's final sequence, a group of songs and orchestral numbers.

was particularly appealing.
Richard Rodgers took over the
baton for the evening's final sequence, a group of songs and orchestral numbers from "Oklahoma."
Both Rodgers and Hammerstein also appeared at intermission time,
to receive audience plaudits, while
Hammerstein said a few felicitious
words in response.

Bron.

DELFONT 'ROUNDABOUT' FLOP TO COST OVER 90G

London, Aug. 16.
Flopping of Bernard Delfont's musical, "Roundabout," at Saville theatre, will cost him over \$90,000.
Show was originally titled "Hat in the Air," and did bad biz on the road. Delfont decided to have script entirely rewritten, against the advice of many of his necessarial. advice of many of his personal

tiends.

Delfont's "Folies Bergere Re-ue," which replaces on Sept. 19, ill include Chaz Chase, Eddie itch, Georges Campo. He's also ickering with Charles Tucker will include Chaz Chase,
will include Chaz Chase,
Vitch, Georges' Campo. He's also
dickering with Charles Tucker
for Alfred Marks, new comic with
radio rep, who has been clicking in
seasonal show at Brighton.

Ft. Wayne 100G Al Fresco

Fort Wayne, Ind., Aug. 16. The Civic theatre presented the usical comedy, "Knickerbocker musical comedy, "Knickerbocker Holiday," at the \$100,000 outdoor theatre in Franke Park, Fort Wayne, opening Thursday (11). The theatre, originally planned to be completed in early spring, was dedicated Wednesday (10).

WANTED

trondway star, male or femule, to ar In own show with amateur cast, little theatre group, metropolitan rea, now in 20th year opening new usaire middle of October. Name now and price for six performances, culles confidential. Box V-621, ariety, 154 W. 46th St., New York J. N. Y.

With Three British Leads

London, Ang. 16.

"Ann Veronica," Jack Hylton's production at the Piccadilly, is being sought by several managements for presentation on Broadway this fall or winter, preferably with the present cast, including Wendy Hiller, Cyril Ritchard and Robert Harris. However, no deal has been set and it's questionable whether the three leads would be available for America this season.

Bid by Broadway producer Wil-

Bid by Broadway producer Wil-liam Taub, with Jed Harris men-tioned as director, was turned down by Hylton.

Sadler's Has 45G Advance 8 Weeks Before N.Y. Bow

On Mailing List Only
The Sol Hurok office has over
\$45,000 in mail orders for the Sadler's Wells Ballet Co.—eight weeks
in advance of the troupe's N. Y.
opening. Advance is considered
unprecedented in ballet annals, as
regular newspaper advertising hasn't started yet, the 45G being on
basis of programs sent out to the
regular Hurok mailing list.
Sadler's Wells is making its

Sadler's Wells is making its first visit to America this fall, starting with a four-week engagement at the N. Y. Met Oct. 9, then doing five weeks an the road. then doing five weeks an the road. Four-week Met engagement may gross, with standees, a total of \$225,000, and the Hurok office expects a 75% sellout before the opening. Orders are reported received not only locally, but from the Coast, South America and even Europe. Biggest previous advances Europe. Biggest previous advance for a N. Y. ballet season opening was \$85,000 for a Ballet Theatre Met season a few years ago.

THAT MAN SHAW IS AT IT AGAIN IN BILLIONS

Malvern, Eng., Aug. 16, George Bernard Shaw's latest play, "Bouyant Billions," which premiered here Saturday (13) is one of the talkiest, but never-theless interesting, of his marathon conversation pieces. For an author of 93, the comedy is impressive, even remarkable, but by normal audience standards it's tough to

Play, the principal event of this

Play, the principal event is about year's Malvern Festival, is about an old man, Bill Bouyant, who calls a family conference to announce that he's leaving all his wealth to his oldest daughter. That sparks one of Shaw's characteristically pyrotechnical discussions.

Five-Town Circuit Mulled For Summer Operettas

Dallas, Aug. 16.

Dallas is to be one of the towns of a contemplated circuit composed of five cities which will present summer light opera or musical comedy. Others include Memphis, Cincinnati, Indianapolis and Louisville. George E. Gans, prez of the Louisville Park Theatrical Assn., has proposed the circuit.

Average capacities of the amphitheatres would be 3,400 seats, Expenses per production were estimated at \$150,000 and income at \$165,000.

According to Charles R. Meeker, According to Charles R. Meeker, Jr., managing director of the Casino operetta series here, the local presentations have been de-veloped beyond the capacity, in-come and expenses indicated in the proposal.

Brackett Mulling Short Wilder Opera for B'way

Wilder Opera for 15 way
Alec Wilder's short opera, "The
Impossible Forest," may be produced for a regular run, possibly in
London first and then on Broadway. Former radio director Rogers
Brackett, recently co-producer of
a strawhat at the Lobero theatre,
Santa Barbara, hopes to obtain
U. S. coin frozen in England to
finance the West End presentation.

Serlin Sets 'Mother' In London, 'Father' in Paris

London, Fainer in Paris

London, Aug. 16.

Before Oscar Serlin planed to
New York Saturday (13) after
spending five weeks in London and
Paris, he closed deal with Stanley
French, head of Firth Shephard
Productions, to stage "Life With
Mother" at the Savoy theatre in
the winter.

He will also do "Life With
Father" in Paris around same time
in conjunction with Pierre Fresnay
and Yvonne: Printemps, with
French adaptation by Marcelle
Archard.

Legit Bits

Henry Senber, back from pressagenting the Dallas operettas, has gone out ahead of the second company of "Death of a Salesman"... Helen Richards is assisting Barry Hyams on publicity for "Cabalgata"... Jane Pickens, who goes into rehearsal Sept. 5 as femme lead in the musical edition of "The Little Foxes," discontinues her NBC radio series after Monday's (22) broadcast, but will resume after the legit show opens on Broadway. Patricia Northrop, who made her Broadway debut in a small part in "South Pacific," has left the show to play Laurey, the femme lead, in "Oklahoma!" on the road this season. Charles K. Freeman, who super-

the femme lead, in "Oklahoma!" on the road this season.

Charles K. Freeman, who supervised the restaging of "Diamond Lil" at Central City, has returned to New York, where the Mae West starrer opens Sept. 7... Leon J. Bronesky has announced for Broadway production a new drama, "How Long Till Summer," by Sarret and Herbert Rudley, with the latter slated to direct. Also scheduled is "We Ride a White Donkey," adapted by Ethel Gregory from a book by radio commercial writer George Panetta... Tallulah Bankhead will star in the Richard Aldrich-Richard Myers-John C. Wilson production of "Lily Henry," the Mae Cooper-Grace Klein dramatization of the former's novel, to be staged by Basil Dean.

Beaumont Bruestle, former Broad-

Klein dramatization of the former's novel, to be staged by Basil Dean. Beaumont Bruestle, former Broadway actor now professor of English and speech at U. of Tulsa, visited N. Y. last week. Planning to present two of his plays with the college dramatic group next winter. In addition to working with them, he also has an hour a day on KWGS, in an educational program. Morton DaCosta will be assistant to Maurice Evans in the latter's production of "Double Bill." the Terence Rattigan plays to starter's production of "Double Bill." the Terence Rattigan plays to startery and Edna Best. Robert Rapport will be general manager, Ralph Edington stage manager, Ralph Edington stage manager, Helen Hardy production secretary and Sol Jacobson pressagent. Lenore Lonergan is reportedly set to go into "Lend An Ear." succeeding Carol Channing, when the latter withdraws to take the femme lead in the musical "Gentlemen Prefer Blondes". The Rex Harrisons (Lilli Palmer) and, presumably, Joyce Redman, are due Friday (19) on the Ile de France, so there will be only a single rehearsal Monday (22) the day of the reopening of "Anne of the Thousand Days." at the Shubert, N. Y.

Oliver Rae returned Friday (12)

Thousand Days," at the Shubert, N. Y.

Oliver Rae returned Friday (12) from an extended stay in Europe. His producing partner, Robert Whitehead, arrived back two weeks previously Lee Shubert is due Friday (19) from the Continent Robert E. Sherwood vacationing in Venice . Arthur M. Wirtz, co-presenter of "Howdy, Mr. Ice of 1950," will visit New York next Wednesday (24) to attend the La-Motta-Cerdan fight, of which he's o e of the promoters.

Bernard Simon appointed pressagent for Katharine Cornell and working on her new play, "That Lady," opening on tour Oct. 19. He'll also continue on "Madwoman of Chaillot." Francis Robinson,

of Chaillot." Francis Robinson, former Cornell p.a., is now full-time tour manager for the Metropolitan Opera Assn.

Scholl Gets Lead In 'Texas, Little Darling'

Hollywood, Aug. 16.
Danny Scholl has been set for the lead of "Texas, Little Darling." Johnny Mercer and Robert Emmett Dolan wrote the score for the show, which breaks in at Westport. Conn

port, Conn. Scholl left here for N. Y. Thurs-day (11). He's been singing for ra-dio, pix, television and recordings.

Joel Ashley, featured with Kay Francis in a 14-week strawhat tour with "Let Us Be Gay," is appear-ing in his 139th play.

Inside Stuff—Legit

Reaction of the Danish drama critics to the Blevins Davis production of "Hamlet" at Elsinore recently was less favorable than the public reception at the boxoffice, according to translations of the reviews re-

reception at the boxoffice, according to translations of the reviews received in New York. Whereas business for the engagement was the biggest in the history of the series, the reviews varied from so-so to downright pans. In general, Nat Karson's settings and lighting were praised, and Robert Breen's staging drew mostly good notices. But Breen's editing and arrangement of the script drew mixed opinions, the performances were more or less given the brush.

Svend Kragh-Jacobson, of the Berlingske Tidende, perhaps the leading critic of Copenhagen, wrote a lengthy, detailed and hospitable notice in which he called the production dramatically exciting, but artistically lacking. He, in particular, enthused over Karson's physical production and lighting, and Brenn's direction, but panned the latter's and most of the other performances. Harald Engberg, of Politiken, in another exhaustive, polite analysis, noted various assets of the show, but complained that it was noisy and shallow, without achieving the effect intended. All the reviewers condemned the device of using an amplified recording for the voice of the Ghost, and were incensed at the handling of the Rosenkranz and Guildenstern characters as resembling American gangsters.

Catholic papers have carried an extended National Catholic Welfare Council News Service story quoting Frederick O'Neal, a founder of the American Negro Theatre, and a lead in the original "Anna Lucasta" legiter, as telling the Catholic Interracial Council in New York that the current crop of films with Negro themes—such as "Home of the Brave" and "Lost Boundaries"—have "irrefutably established the Negro actor as a performer of merit." O'Neal said that motion pictures dealing with serious aspects of race are of "immeasurable benefit in dissolving the traditional stereotype of the Negro actor as clown, servant and shoeshine boy." Tracing the history of the Negro in the American theatre, O'Neal asserted that "the minstrel and the spiritual, while serving as the first contributions of the Negro to the theatre, have also helped to create and perpetuate the stereotype of the Negro actor." The actor-speaker listed among milestones in the progress of the Negro in the theatre, "Emperor Jones," "Shuffle Along," "Porgs and Bess," "The Green Pastures," "Cabin in the Sky," "Mamba's Daughter," "Othello," "Anna Lucasta," "Kiss Me, Kate" and "South Pacific." Catholic papers have carried an extended National Catholic Welfare

Frances Day, femme lead in Shaw's new play, "The Buoyant Billions," last week at Malvern, England, is a native of East Orange, N. J. After working briefly at Texas Guinan's, N. Y., she was in a "Music Box Revue," went to England in 1925 for a cabaret date and remained there. She's an established musical comedy name, but the Shaw comedy is her first big straight part.

Her sister, Mary Day, is a New York radio-television actress.

Raymond Rohauer was company manager and not the producer, as alleged, of "Tales of the Vienna Woods," operetta which ran into several bookings and boxoffice snags recently. Producer was Arthur A. Moore. As company manager, Rohauer was not required to post security for salaries, as stated.

"Brigadoon" was co-authored by Frederick Loewe and Alan Jay Lerner, not by Kurt Weill and Lerner, as erratumed.

Strawhat Jottings

three straights, were added to the roster of summer theatre tryouts roster of summer theatre tryouts this season. The Chapel playhouse, Guilford, Conn., will offer "Yankee Clambake." a new revue with songs and sketches by Milton Lyon and Stanley Pearl, week of Aug. 29. "Broomstick." a new comedy by William and Muriel Roy Bolton, will be put on for a week at the Holiday Stage playhouse, Tustin, Cal., beginning Monday (22). Donald Woods will star in the production.

aid Woods will star in the production.

Extending its season, the Westport (Conn.) County playhouse will test William Inge's "Come Back Little Sheba" the week of Sept. 12. Beginning Tuesday (23), the Woodstock (N. Y.) playhouse will offer the preem of Robert Hill's "Country Matters" for five days.

Barn tryouts this week include "Roman Holiday." Pompton Lakes (N. J.) playhouse; "You Got to Regatta," Beliport (L. I.) summer theatre: "Good Housekeeping," Cape playhouse, Dennis, Mass.; "The Fundamental George," South Shore playhouse, Cohasset, Mass.; "Out of the Dust," Westport (Conn.) County playhouse; "There's Always Murder," Disfield (Me.) summer theatre; "Brave New World," Bridge-port (N. Y.) playhouse; "What You Will," Maverick theatre, Woodstock, N. Y., and "The Quick and the Dead," scheduled for Friday-Satur-

Four new plays, a musical and on to the Falmouth playhouse, aree straights, were added to the oster of summer theatre tryouts playhouse.

playhouse.

Lynne Carver, film actress, joined the Lakeside Playhouse. Thompson, Conn., for one week and stayed four. Mike Todd, visiting the Worcester Playhouse, gave Guy Palmerton a birthday present—free rights to "The Hot Mikado" any time he wishes to stage it. Dlana Barrymore, playing Fitchburg, Mass., told newspapermen she'll wed filmite Robert Wilcox in the autumn. He's touring with her.

Alan Gray Holmes, who toured

ing with her.

Alan Gray Holmes, who toured Arthur Treacher and Ruth Chatterton through New England last Spring, is managing El Teatro de Santa Fe in New Mexico for Ann Lee.. Margo Jones looked over Jim Conrad at the Worcester Playhouse. He's a fellow Dallasian.. Director John Cosgrove and his actress-wife Carole Somers left the Westboro, Mass., Red Barn.

Legit Follow-Up

The Medium

The Medium

Stockbridge, Mass., Aug. 9.

Gian-Carlo Menotti's "The Medium

Stockbridge, Mass., Aug. 9.

Gian-Carlo Menotti's "The Medium," hitting the strawhat trail the Dead," scheduled for Friday-Saturday (19-20) at Hedgerow theatre, it Moylan, Pa. Betty Field will make her only summer theatre appearance in "The Wild Ouck" at 1. the Cambridge (Mass.) summer playhouse for five days beginning Tuesday (23).

Mary Wickes has the leading role in "On Approval" at the Berkshire Playhouse, Stockbridge, Mass., this week. Barbara Brady, John Straub and Kendall Clark have other featured parts. R. O. Juergens and Marland Messner did a scene from "Home of the Brave" over three Albany stations, WXKW, WROW and WABY, in connection with the presentation of the drama by the Valley Players at Malden Bridge, N. Y.

Katharine Raht, radio's Mrs. Aldrich on "The Aldrich Family." is currently appearing with Helen Hayes at the Cape Playhouse, Dennis, Mass., in the tryout of 'Good Housekeeping." Starting Monday (22), the theatre will offer Gertrude Lawrence in her recent London hit, "September Tide." Both plays nove

Literati

Geist Award Judges Named Second Annual Geist Award for metropolitan newspaper and news magazine articles, features, edi-torials and cartoons which promote magazine acticies, features, ettitorials and cartoons which promote
religious and racial understanding
got under way last week with the
naming of judges to the prize committee. As announced by the Newspaper Guild of N. Y., administrator
of the awards for the Irving Geist
Foundation, the judges are (Rep.)
Franklin D. Roosevelt, Jr., Herbert
Bayard Swope, Henry Moscow,
N.Y. Post managing editor, Lewis
Gannett, N. Y. Herald Tribune
book reviewer, and A. H. Raskin,
N. Y. Times labor writer.
Awards were established last

N.Y. Times labor writer.

Awards were established last year by Irving Geist, N. Y. businessman and philanthropist, in conjunction with the Newspaper Guild of N. Y. Some \$1,000 in prizes are handed out for the three news stories, features, etc., which do the most to further inter-group understanding. Material for consideration is limited to pieces and cartons which have appeared in N. Y. newspapers or news mags between Dec. 1, 1948, and Nov. 30, 1949. Contest closes Dec. 4.

Mrs. Jaffe-Jerry Horwin Novel
Diane G. Jaffe and Jerry Horwin have just sold "Tasker Martin," novel slated for winter publication via Random House. Background is Chicago and not Hollywood despite the fact the evitwood despite the fact the authoress wood despite the fact the authoress is the wife of a w.k. Coast medico and Horwin is the sereen writer and co-author of "My Dear Chi-dren." This was John Barrymore's last starring vehicle and may be done as a legit musical next

Lew Lehr's Cook Book for Mer Lew Lehr's Cook Book for Men What a relief! A comedian writing a cook book instead of a biography! Lew Lehr's Cook Book for Men Obdier: \$3.75 is a book that tells you how to cook, with laughs. The idea in cooking says Lehr is simplicity. "I have one recipe for cooking all leftovers—break an egg over it?"

over it?"

The book contains recipes contributed by over 50 famous men of the stage, screen, radio, literature, at and adventure. Author has written cute demi-tasse biographics under each persons picture. From comedian and wit Fred Allen's recipe of Portland's sponge cake to Vilhajalmur Steffanson's recipe for whale blubber soup! Some of the recipes are humorous while many are the real ptomaine-makers. Plenty of funny illustrations by noted artists. Plenty of fur noted artists.

Lehr's foreword has the ingredients of a swell biography. He has sandwiched in funny angles of cooking, slices of interesting information and even tells you how to watch the dishes. He is considered one of America's outstanding amateur chefs. I never knew the guy was a cook back in the old days when we played on vaudeville bills together. I figured the peculiar odors coming from his dressing room was from cooking up a new act, but now I know he was practising to join the Society of Amateur Chefs of America.

My recipe for this book is, "Buy one, read it until you come to a boil, place it near the stove and use when needed. Reading maketh a man full especially if it's a cook book by Lew Lehr."

Joe Laurie, Jr. Lehr's foreword has the ingredi-

CHATTER

CHATTER

Richard M. Fielding, formerly
ad and promotion manager of RCAvictor's record devision, appointed
ad director of Etude mag.

Montgomery Clift profiled in
Stanley Fank's current Satevepost
article, "Hollywood's New Dreamboat."

boat."

Bill Ornstein, of Metro, has sold another in his "Ma and Me" series to Southern Jewish Outlook. It's titled, "Like Dawn Come to Life," Ward Morehouse's "Matinee Tomorrow," a chronicle of the American theatre from 1898 to 1948, will be a Whittlesey publication Sept. 29.

Bing Crosby is going into the bublishing business, along with his numerous other commercial ventures, this time with a comic book, to be published every third month. Edited by Paul Phelan. New York Sun reporter and lighter-side-of-life feature writer. "A Time to Laugh" is due for publication by Longmans, Green Co. in mid-September. Title of the book is lifted from a verse in Ecclesiastes, and will be an anthology of humor by Catholic writers, Including the editor.

An Egg." Issue, among other things, also has seven U. S. stage directors answering Bernard Shaw on his recent "rules for directors."

Drew Middleton's "The Struggle for Germany" is scheduled for Bobbs-Merrill publication Oct. 14. Ralph T. Kettering currently working on his forthcoming book, "Curtain Going Up."

Trumbo-Lawson

Continued from page 2

cases to reach this court which squarely present the issue whether the House Committee on Un-Amer-ican Activities has the power under ican Activities has the power un our Constitution to summon bei it individual Americans and quire them to make compulsory closure to it of their political affiliations . . .

"Moreover, the investigation here by an agency of government into the content of motion pictures and the disclaration into the content of motion pictures and the disclosures of affiliations commanded by the Committee, as part of that investigation, were sustained by the court below without evidence whatever of any reasonable basis for belief by Congress that any given ideas were 'dangerous' or that the motion picture industry was in any way furthering any ideas which might, by any reasonable standards, be supposed to be 'dangerous'...

dustry was in any way turtnering any ideas which might, by any reasonable standards, be supposed to be 'dangerous'...
"Furthermore, the Committee used this broad and fearsome power to censor the content of motion pictures and to purge from the motion picture Industry alleged 'disbelievers' in the 'Americanism' to which the members of the Committee subscribed ... subscribed . . .

"Within the motion picture industry, in the hearings here involved, the Committee as an agency of government used its powers to penalize individuals, including petitioner, because of their alleged beliefs and affiliations."

The Trumpo brief had this to

The Trumbo brief had this to say:

"This case presents to the court for the first time the issue whether the Committee may utilize its official power as an agency of government to compel a witness before it to disclose his trade union affiliations. History thus repeats itself—but this time only a few years after it has first occurred in Nazi Germany and shocked the world.

"The House Committee on Un-

"The House Committee on Un-American Activities, by attempting to compel these defendants to re-veal their trade union membership, has completely negated national labor policy, and seeks to enforce criminal sanctions against: de-fendants for their refusal to de-clare their trade union affiliations." clare their trade union affiliations.

Iron-Man Joison

__ Continued from page 2 __

continued from page 2
along, plus Ernest Emerling, publicity exec, and ex-License Commr.
Benjamin Fielding, now a Loew's,
Inc. executive, to whom this was
an unexpected reunion with many
police sergeants, captains and rankand-file-cops. Abe Montague, Columbia Picture sales veepee, also
made this particular junket, plus
the VARIETY man, all riding in Jolson's Carey car. Fallen by the
wayside, exhausted by the Wednesday-Thursday schedule, were
Loew's Joe Vogel and Columbia's
Nate Spingold. Loew's Joe Vo Nate Spingold.

A Revelation in Showmanship

A Revelation in Showmanship
To all, this was a revelation in
ballyhoo and showmanship. The
business at the moment is coneerned with a return-to-showmanship. Loew-Columbia-Jolson more
than gave a measure of it. Jolson's
living trailer cuffo personal was
one of those things that had to be
experienced to be fully appreciated.

ciated.

It was not merely a swing by a star making a whirlwind tour of six Loew theatres per night. It was a star doing a genuine, act. and not cheating. Just to make sure Johson, out of pocket, brought on Harry Akst from the Coast as supervisor and quondam piano accompanist, sitting in only for the "extras." Jolson also brought Matty Malneck from Hollywood to from a verse in Ecclesiastes, and will be a mainthology of humor by Catholic difference of the conduct a crack combo comparing between the conduct a crack combo comparing the conduct and crack combo comparing the conduct and crack combo comparing

for the PAL (Police Athletic League), thus giving the Police Dept. a legitimate glmmick to go all-out on what would otherwise be a blatant ballyhoo. Jack Lacey, WINS disk jockey, introduced Jolson via the PAL pitch, and incidentally both the Loew people and Lacey were pleasantly surprised how w.k. the platter-chatterer seemed to be to all audiences from Westchester to Queens.

Jolson's Wednesday "route"

Westchester to Queens.

Jolson's Wednesday "route" comprised Loew's Yonkers; the 175th St., Paradise, Fairmont, and National in the Bronx, and the Victoria in Harlem. The Thursday houses were the Coney Island at Coney; Oriental in the Bensonhurst sector of Brooklyn, the Kings in Flatbush; the Metropolitan, Brooklyn; the Commodore on the lower East Side of Manhattan; and the Orpheum in Yorkville.

In all theatres Jolson opened his

In all theatres Jolson opened his In all theatres Jolson opened his "act" by dramatically unbuttoning his shirt and discarding his tie, as he went into his songs. Not too subtly he told them that, unlike the usual Hollywood stars who "do nothing," he "was here to enter-tain you."

Kids 'Dig' Him

Gratifying to the star and Loew-Columbia execs alike was the awareness of the kids as to Jolson's prowess. His opener about "I will now do an imitation of Larry Parks" registered with the adolescents as with the adults.

Jolson opened with "California Here I Come" and did "After You've Gone" and "April Showers thercafter. Akst was impressed in-to service when, at the Gates, he to service when, at the Gates, he got bored with his rehearsed routine with the band whipped out "Mammy"; and at the Flushing again changed pace and added "Sonny Boy." These were firsts "Sonny Boy." These on the entire itinerary.

on the entire itinerary.

In between, his trademarked "you ain't heard nothin' yet" conjured the memorable song marathons at the Winter Garden. As Montague put it, "After you see Jolson in action you first realize what a road company Larry Parks is in the picture, although, mind you, we all think he does a remarkable job." But the remarkable job is Jolie in action. At "just over 60." For free. And dynamite on the cuffo as on that Winter Garden runway decades ago.

Hipp, Balto, Drops Vaude For Straight 'Jolson' Pic

Baltimore, Aug. 16.
The Hippodrome will drop its stage show for the first time in 19 years when it plays Columbia's "Jolson Sings Again" early in September. In addition, house will jump its regular admission prices to a 90c ton from regular 55c. jump its regular admission pr to a 90c top from regular 65c.

Loew's State, N. Y., where the preems tomorrow (Wed.) will Loews State, N. Y., where one pic preems tomorrow (Wed.) will also up its scale, but only on Fridays -Saturdays -Sundays. Its regular top is \$1.50, which will hold midweck, but it will jump to \$1.80 during the three days at the end of the week.

Al Jolson, who is biogged in the pie, flies back to the Coast from New York over the weekend. He a three-night flying tour did a three-night flying tour of theatres in the New York area last week to plug the pic. Barbara Hale, who co-stars with Larry Parks in the production, arrives in New York today for publicity purposes. She'll go to Chicago next week for the opening at the Woods on Wednesday (24). Jolson will also stop over there.

Mary Pickford

Continued from page 1 =

she, Rogers and Mal Boyd, is Rogers' personal manager, might set up an agency to find and de-velop new talent for video, as well as to package shows. is Rogers

well as to package shows.

Rogers cut an audition disk for ABC-AM Friday (12), which reportedly turned out highly successful. Only thing to be ironed out, consequently, is the contract terms. Show is an audience participation giveaway titled "Pick a Date With Buddy Rogers" and ABC is believed readying a full-scale build-up for the former film actor. Definite plans for the TV show have not been set, but it is expected to be a top-budgeted variety program with Rogers as permanent emcee.

SCULLY'S SCRAPBO SCULLY'S SCRAPBOOK

Dublin, Miss., Aug. 14.

There's an old Irish rann which the late Dr. Douglas Hyde dug up years ago and which Hollywood might well read twice today. "I see the better things," the old saying went, "and approve of them, but I follow the worse."

Everytime Hollywood announces that an Irlsh comedy is on the way I leap with delight. And everytime I see it, I grow pale like a banshee and boil thereafter like a live volcano. Stromboli, if I must name

Fifty years ago Lady Gregory wrote that Ireland's dignity suffered from persistent belittling of its character and too often at the hands of its own children. She was, of course, referring particularly to Lover and Lever, a pair of home-grown clowns who wrote to please the English not their own people.

Seemingly, Hollywood has never read anything else when working out an Irish comedy. If one ever read Gerald Griffin's "The Collegians," except in Dion Boucicault's loused-up stage version called "The Colleen Bawn," I have yet to see evidence of the piracy. Yet Justin McCarthy held that "The Collegians" was up to the best of Scott's immortal romances.

Enter Don O'Quixote

Save for a beautiful kodachrome travelog produced by Burton Holmes and still among his top five grossers, I have not seen anything in years, which, designed to rub my Gaelic fur the right way, has not put a match to it instead. I have never keened for Cathleen ni Hollihan, being no 18th century lover of Ireland but a 20th century refugee who wouldn't go there even if offered Dublin Castle.

an, being no 18th century lover of tretand out a 20th century rerigee who wouldn't go there even if offered Dublin Castle.

As far back as 1904 Irish actors stopped pilling on the brogue, yet in Hollywood scareely a year passes without some brogues gallery fugitives talking as if they were Eskimos. In this latest one, Par's "Top o' The Morning," the dialects of Bing Crosby, Barry Fitzgerald, Hume Cronyn and Ann Blyth will need subtitles in Dublin. Dldn't any of them ever hear Father Flanagan of Boys Town talk? He was born in Ireland, yet people understood him in every corner of America. With him no longer among us to translate the Fitzgeralds, I doubt if even Belfast, Maine, will understand "Top o' The Morning."

The tradition that the Irish are a gay, dancing, belligerent race, given to swinging shillelaghs one minute and incense the next, may be all right in bars and eocktail lounges where the atmosphere is reeking with error anyway. But it's a nuisance to have to sit through the nonsense year after year under the guise of entertainment on stage and screen and, I fear, soon in television.

I know a lot of Irishmen, myself included, and they are nothing like these outsized leprechauns who have been spoiling my leisure for years. I suppose it could be argued for the Tyrone Powers, the Bing Crosbys, Pat O'Briens, Dennis Days, Frank Mellughs and the like that they have to live. But by now all of them must be solvent enough to show some independence.

some independence.

Garlie Odors From Hollywood

Garlie Odors From Hollywood

Granted that Liam O'Flaherty had his bias in presenting Irish characters in "The Famine" and "The Informer," as indeed Shaw did in "John Bull's Other Island," Synge in "The Playboy of the Western World," "Joyce in "Exiles," and O'Casey in "Juno and the Paycock," nevertheless the Hollywood bias is worse because it drips with oncesweet juices which have long fermented.

The Scully Circus children are now watered down to one-half Irish, three-eighths Norwegian and one-eighth English, and in another generation or two should take these things less seriously. But it would be better if they didn't have to take them at all. I agree with Sean O'Faolain that Ireland has clung to her youth, longer and more tenaciously than any other country in Europe. For every exageration of Irish virtue exported from Galway Bay, Hollywood doubles it in bemused begorrahs. The Irish have resisted amazingly well the Scotch, English, Cromwellian and even the Norman invasions, but God help

Irish virtue exported from Galway Bay, Hollywood doubles it in bemused begorrahs. The Irish lave resisted amazingly well the Scotch, English, Cromwellian and even the Norman invasions, but God help it if it tries to resist Hollywood.

The general trade opinion is that "Top o' The Morning" with Crosby and Fitzgerald guarantees big grosses. It has been hailed as an above-average yarn filled with lilting Irish melodies, and clean, wholesome entertainment for the whole family; that it should mop up and all that sort of thing. If forced into a pocket of resistance, I might concede that "Luck o' The Irish" was worse.

In these Irish pictures some manipulator of a laughmeter figured that if he took an American-born star of Irish ancestry and transported the broth of a lad to Ireland, the contrast between his down-to-earth behavior pattern and the whimsy of the bog-trotting natives would make Chase National richer than ever.

Up Where Money Doesn't Talk

Up Where Money Doesn't Talk

That the manipulators can point to bank statements as proof of how right they were in no way muffles my ire. The bank statements don't awe me either. In fact nothing over five bucks impresses me in an argument. Beyond that sum money talks no longer. We are up where the trush is mightler. And up there the perpetuation of the myth that the Irish are still quaint, shillelagh-swinging tenors comes perilously close to clinkable perjury.

These script writers apparently haven't seen anything written of Ireland in the last 100 years. They never read Swift and seemingly have never heard of any Irishman but Shaw. It wasn't an accident of history that the dozen or more men who dominated the intellectual

Ireland in the last 100 years. They never read Swift and seemingly have never heard of any Irishman but Shaw. It wasn't an accident of history that the dozen or more men who dominated the intellectual bellicose and artistic life of England for a generation were all Irish. Augustus St. Gaudens, George Moore, Oscar Wilde, Lady Gregory, John Millington Synge, William Butler Yeats, George Russell, Frank Harris, Conan Doyle, T. P. O'Connor, Lord Roberts, Lord Kitchener, Sir Horace Plunkett, Lord Northcliffe, Justin Huntly McCarthy, Sir William Orpen, Lord Dunsany and James Joyce were Irish at least as much as the Rockefellers are American.

Even today the best short stories, it is generally admitted, are not being written in America or England but Ireland. Among F. L. Green, Mary Lavin, Sean O'Faolain, Michael McLaverty, Joe and Frank O'Connor, James Stern, Seumus O'Kelly, Robert Gibbings and Bryan MacMahon there may not be a Donn Byrne but they are several cuts above the Hollywood crop of Freudian rewrite men. Most of these Coast case-historians, husheen, make me feel like a surviving victim of the potato famine.

potato famine.

Back to Barrymore's Grandfather, Eh?

Back to Barrymore's Grandfather, Eh?

The loss of the Blarney Stone in "Top o' The Morning" had only one sad moment for me, and that was when it was found again. Its recovery mean the jig-dancing comic Irishman would be back next St. Patrick's Day with a clay pipe stuck in his battered old hat, wearing a sprig of shamrock and marching behind McNamara's band.

In American we've had this spurious man of Aran on the stage from the days of the original John Drew, grandfather of the current Barrymores. But it was left to William Scanlan to perpetuate the character by singing his way through the duller sees of a dozen Irish romantic comedies. I wouldn't be surprised if the realization of the mischlef he was doing was what caused Scanlan to drink himself to death. When Chauncey Olcott was signed to continue the legend he was smart. He took a pledge. That way he could live with Cathleen ni Hoolihan and sing "Mayourneen" in his sleep without being driven insane, as Scanlan was at the end.

sing "Mayourneen in this steep without the lrish Duke of Wellington had an answer to such the arricalities which Hollywood might well listen to. "Sir," he used to say indeed, I think he said it to an overacting Lord Nelson), "Sir, don't be a damned fool."

Broadway

Motion Picture Pioneers' 10th anniversary dinner Nov. 16 at the Waldorf-Astoria.

Denny Beach has joined Howard Hoyt; she was long time Leland Hayward's secretary.

Arthur White and Ozzie Gaines into publicity jointly. Both have been independent p.a.'s.

Mary and Jock Lawrence to the Bread Loaf Writers Conference at Middlebury, Vt., for two weeks.

Middlebury, Vt., for two weeks.
Mrs. Ruby Schinasi to the Coast
for a couple of weeks' visit with
her daughter. Mrs. Arthur
(Bubbles) Hornblow, Jr.
Arthur Poppenberg has joined
Phllbin, Brandon & Sargent ad
agency as an account exc and will
specialize in TV spot accounts.

specialize in TV spot accounts

During the terrific heat last week agent Paul Small moved into one of A. J. Balaban's aircooled offices in the Roxy and operated from there.

Beatrice Lillie and Raymond Daniell, London correspondent for the N. Y. Times, among those sailing for Britain last week on the Queen Mary.

Al Jolson anxious to get back to

Al Jolson anxious to get back to the Coast and rest, directly after "Jolson Sings Again" preems at the State today (Wed.), so his wife isn't coming east after all.

coming east after all.

Mrs. Eddie Cantor back to the Coast while the comedian does personals in the east and readies his first four tape-recorded shows for Take It or Leave It" (Eversharp). Donald L. Velde now advertising counselor for Theatre Poster, Inc. Al Adams, formerly of Paramount, RKO and Warners, has joined Velde to service the account.

Earl Carrol Position.

Earl Carrol Reality Corp., Zieg-feld Theatre Corp., and the Brunswick Radio Corp., are owners of unclaimed property being held by the National City Bank of New York.

Lou (Latin Quarter) Walters due back on the He de France this Friday (19). Says craps in Monte Carlo more of a freak than a popu-ular gambling game, even with the Yanks.

Yanks.
Eddie Cantor does a UJA pitch next week in Buffalo, at the house of a brother of songsmith Jack Yellen, following the comedian's stint this Friday for a K. of C. benefit in Detroit.

Mrs. Arthur Schwartz (Kay Carrington) painting a portrait of Lucy Monroe. Songsmith - producer's wife, like so many in show business, has gone in for painting in a large manner.

Mayor O'Dwyer will tie the knot Friday (19) at the Waldorf when Arthura Baer weds songsmith Martin Kalmanoff. The Bugs Baers (parents) are blowing them to a honeymoon trip to Paris.

Barbara Hale, costarring in "Jol-

Barbara Hale, costarring in "Jol-son Sings Again," arrives in N. Y. today (Wed.) to plug the plc via radio appearances. She leaves for Chicago next week for the film's midwest opening at the Woods, Chicago, Aug. 24.

midwest opening at the Woods. Chicago, Aug. 24.

Irving Rubine heads the Coast office for Bob Taplinger with the expansion of the New York flack outfilt's facilities in Beverly Hills. For the past several years, Rubinemalntained his own publicity office on the Coast.

A fairly large contingent of show biz personalities are included among the 1,500 or more delegates from 10 Latin American countries. Canada and U. S., convening at American Continental Congress for Peace in Mexico City, Sept. 5-10.

Howard Le Sieur, United Artists pub-ad chief, returned from the Coast, Monday (15), after a week of confabs with UA producers. Publicity chief Al Tamarin, who went west with him, remains another week.

Ira Wit (VARIETY) kept his nup-tials to Evelyn Bell, of the 20th-Fox studio lab dept., so qt. that he got scooped on his own marriage by the other trades. Bride due to rejoin her husband in N. Y. next month, motoring east with Ira after he flies west to pick her up. Metro producer - director Clarence Brown flies his Beechcraft Conanza to Cleveland on Labor Day weekend for the National Artists.

ence Brown flies his Beechcraft Conanza to Cleveland on Labor Day weekend for the National Air Races, then heads for New York to huddle William F. Rodgers, M-G distribution veepee, on releasing plans for "Intruder in the Dust," filmization of the William Faulkner novel

Bucks County, Pa.

By Sol Jacobson

John Carradine learned after performance Mon. (8) In "The Heiress" at New Hope he had become the father of son in San Mateo, Cal. All wires are phoned in evening in sticks so producer Theron Bamberger became stork messenger during curtain call before audience.

Ruth and Gus Goetz in from Watters.

Dick Cowell enlisting Guido Orland's help to get an O. K. from the French to install motels on French roads. "Whispering" Jack Smith and musician Frank deVol cocktailed by raid of staff, on eve of his homing. The Lacy Kastners had enough a received by the fore audience.

Ruth and Gus Goetz in from Arnold Grant.

their Keller's Corners farm to catch Margaret Phillips and Carra-dine in "The Heiress" at Playhouse with Mrs. Phillip Goodman their

guest.

Al Armitages stopped off enroute from Washington to N. Y. to
visit with Eleanor Pollock. He's
pix editor of Washington TimesHerold.

John Beaufort and Francesca
Brunning in for weekend.

Sylvan Levins, vacationing with
Rosa de Young, his mother-in-law,
at Stony Hill home.

Carl Allensworth stopped off enroute home from Barter Theatre
production of his "Count Your
Blessings."

production Blessings.

Blessings."
Dorothy Sandlin took over for Susanna Foster last week at Lambertville Music Circus in "Bitter Sweet" when cold and sore throat bedded et a.

Sweet" when cold and sore throat bedded star.

Sara Seegar tossed shindig for Playhouse cast and crew at her Newtown farm Mon. (15), after preem of "3 Men" at New Hope. She and husband Ezra Stone check out for AFRA convention on Coast next week.

Westport, Conn. By Humphrey Doulens

Vern Alves weekending here. Grace Filklns has gone to Gloucester. Ayn Rand visiting the Richard

Mealands

Gene and Polly Tunney at heir Maine camp.

Irene Delroy visiting Joe and

Irene Delroy visiting Joe and Edna Gibney.

Anne Whelan due back next Dagmar Godowsky, siren star of silent films, visiting relatives here. week from three months in Italy.

This year's "Silvermine Sillies" This year's "Silvermine Sillies" now in rehearsal has been labeled "Arts and Flowers." Paul Kwartin

now in teneman. "Arts and Flowers." Paul Kwattin is staging.
Doro Morande, whose querolous housemaid, has Westport listening to "Breakfast with Burrows," taking bows in Achorn's Drug Store. Alfred Crowns and Mortis Helprins among the show biz summer colony here. Crown is Goldwyn v.p. and Helprin American rep of Sir Alexander Korda.
Miles White, Katherine Bard, Theresa Helburn, Eleanor French Vern Alves, Paul Kwartin, Christie MacDonald, Justin Sturm at the opening of "Western Wind" at country playhouse.

Paris

By Maxime de Beix (33 Blvd. Montparnasse)

Eddie Lewis to Deauville. Jean McCormick in Paris. George Raft back from the Ri-The Joe Bellforts prepping a trip

Wladimir Lissims in Swit-

Bob Harley taking a quick trip

Bob Harley taking a quick trip to Germany.
Elen Dosia back in town from Alpine vacation.
Gloria Bragiotti writing for Philadelphia Bulletin.
Valentin Mandelstamm vacationing in Normandy.
Eric von Stroheim here for three days from Riviera.
The Joe Bellforts to U.S. until end of September.
Jacques ("Tovaritch") Deval to film "Age de Juliette."
Raoul Levy shifting offices to rep Edward Small productions.
Lawyer Jean Rapoport prepping visit to U.S. in September.
Arletty skedded for French adap-

visit to U. S. in September.
Arletty skedded for French adaptation of "Streetcar Named Desire"

sire."
Paris Presse, evening daily, incepting a special Friday cinema

page. Cynda Glenn, after three days in Paris, off to the Rivlera for three weeks

Gerald Mayer back in Paris for three days and off to Belgium and

Holland.

Bill Little, of Albany Club, London, due in Deauville for the racing season.

The Elias Lapineres back from their Malicorne fishing and painting vacation.

Lawyer Charles Campbell back at his Crillon apartment after month is U.S.

Leo Berger, prewar Metro mid-Europe sales, and now in the shipping business, giving Paris the o.o.

Ballet Roland Petit doing business at the Marigny and interest-

at the Marigny and interest-both the Shuberts and Lou ing bot Walters

London

C. V. France, noted legit actor, left around \$58,000.

Impresario Victor Hochauser en-gaged to Lilian Shield, non-profes-

anged to Lilian Shield, non-professional.

Bobby Wright and Marion leaving for Australia Aug. 18 for indefinite stay.

Richard Ainley writing biography of his father, Henry Ainley, noted matinee idol of his day.

Ruth Brummer, formerly with WNEW, New York, has now joined the Erwin Wasey advertising agency as radio manager.

Marilyn Hightower, featured dancer in "Roundabout," planning a Christmas wedding to Dick Huran, who staged the show.

Bob Goldstein, after commuting for five weeks between Paris, Rome and London looking over shows and film studios activities, returning to New York on the Queen Elizabeth.

Lawrence Wright is seriously considering retaining his revue "On With the Show," currently at North Pier, Blackpool, for next year's summer season. Show has been doing capacity ever since it opened June 27.

Harold Steinman's "Skating Vantier"

summer season. Show has been doing capacity ever since it opened June 27.

Harold Steinman's "Skating Vanities" already booked for return date at Wembley. It will be eighth edition with new costumes, scenes and dresses. Despite no date of opening has been announced, management has been inundated with customers for seats, with 5,000 seats already disposed of.

Archie Menzies arranging to go to Australia early next year to stage his former London shows, including "The Astonished Ostrich," "Return Journey" and "Quintette in Discord." Meanwhile he has completed his first drama, titled "Hell's Lagoon," which he Intends to produce in the West End under own management.

Washington

By Florence S. Lowe

By Florence S. Lowe

The Sunset Drive-In theatre, in nearby Fairfax County, Va., is slated for an Aug. 22 preem.

Norman Jackter, Columbia salesman, has transferred to local Variety tent from Charlotte, N. C.

Dick Sykes, student director and actor at Catholic U, inked for a lead in the new George Abbott musical, "Touch and Go."

Al Sherman, TV and film consultant, has scheduled for fall production "Holiday Time," described as the "first travelog ever produced for video."

David Polland, local film flack, is

David Polland, local film flack, is volunteer coordinator of press, radio and motion pictures in relief drive for victims of the Ecuadoran earthquist.

drive for vlctims of the Ecuadoran earthquake.

Max Youngstein, Paramount exec in charge of flackery and advertising, was guest speaker yesterday (16) before Advertising Club of Washington, where he again hobnobbed with friends he made when wartime motion picture coordinator for Treasury bond drives.

Riviera

By Margaret Gardner

Mistinguett at Menton. Harry Cohn at the Carlton Walt Disney at Beaulieu's La Re-

serve. Harry Cohns in and out of the Michele Morgan and Henri Vidal

Carlton.

Michele Morgan and Henri Vidal at Juan-les-Plns.

Mariella Lotti, Italian film star. resting at Rapallo.

Jack Smith and Frank de Vol at Beaulieu's La Reserve.

Barney Balaban, accompanied by wife and daughter, spending several weeks in Cannes.

Stewart Granger and Alicia Markova arrived at Nice on the same plane from London.

Edith Plaf gave three concerts on the Riviera last week, at Cannes, Juan-les-Pins and Menton.

Barney Balaban and family off to Milan, on first stop of tour of Paramount's Italian offices.

Ava Gardner in "One Touch of Venus" (U) packing them in locally at Genoa's open-air Parco theatre. Tatiana Pavlova, Russo-Italian dramatic star and local fave, due at Genoa's Augustus theatre with her repertory company.

Bill Robson back in Cannes after a brief trip to Parls where he scripted the special one-shot Eddie Cantor Marshall Plan radio show.

Cannes becoming royalty conscious with the arrival of former duent Mother of Italy and ner daughter Queen Jeanne of Bulgarla.

Macario, Italian comedian.

Yorker profile on hotel owner Andre Sella.

Clifton Webb and his mother stopped in Genoa long enough to switch bags from train to car, pose for some pix (by tourists), before driving off to France.

Charles Miller stopped for a week in Cannes on way to Italy. Secretive about MCA's plans to open Paris branch, but admits interest in foreign talent.

Jimmy Davis, composer of "Lover Man," guesting on the "This Is Paris" show, and then opening at the Club De Paris on the Cannes' Broadway, La Croissette. Darryl Zanuck entertained

Darryl Zanuck entertained at a formal dinner at the Carlton hotel last week, when he gave the premiere showing of "Prince of Foxes." Guest list included the Duke and Duchess of Windsor, the Jourdans, Elsa Maxwell, Merle Oberon and Norma Shearer.

Chicago

Buddy Ebson takes lead in "Man From Home" at Chevy Chase Summer Theatre, Aug. 16-21.
Railroad Fair passed its 1948 record last week with over 1,000,000 attendance this year.
Alan Ladd and Phyllis Calvert here for scenes of "Postal Inspector," which will have a Chl locale, Donald O'Connor, Charles Coburn and Josh Shelley in town for preem of "Yes Sir, That's my Baby."

Baby."
Ernie Byfield hosted celebs in town at a lavish porty in Parade Room, Ambassador - East Hotel, Wed. (10).

Wed. (10).

Gert Bromberg, legit flack, will handle National company of "Kiss Me, Kate," and precede company into Chi for Sept. 22 opening.

Rio Caōana, downtown nitery, is giving up the girlie policy to launch a musical montage type of show, similar to College Inn "Salute Series."

show, similar to College Inn "Sa-lute Series."
Grant Park concerts will run a week longer than usual to feature original Israeli music. Nicolai Malko directs and Cantor Moses Silverman is guest soloist for Aug. 16-21.

Buenos Aires

This month veteran cinemactor Enrique Muino celebrates 50 years in show biz. For the third time in succession Tito Guizar has reneged on a contract to work in Argentine legit, pix and radio.

tract to work in Argentine legit, pix and radio.

Argentina crooners are organizing their own union, with the SADIAC (local ASCAP) collaborating in the preliminary organization.

Carmen Amàya and family are expected back in Buenos Aires in September, and will take over the Grand Splendid theatre, formerly used for pix exhibition.

Assn. of Argentine Film Commentators decided to expel Miguel P. Tato, better known as "Nestor," former chief of the Japanese Embassy Press Bureau in Buenos Aires during World War II.

Giannella de Marco, five-year-old Italian moppet symphonic conductress, has arrived in Buenos Aires to conduct at the Gran Rex theatre, with the Belgrano radio network putting her on the air.

Pittsburgh

By Hal Cohen
Maestro Billy Catizone and bride
off to Florida on honeymoon.
Four Knights at Monte Carlo
again for quick repeat Friday (19),
Mrs. Lenny Litman, wife of the
cafe owner, bedded with virus

care owner, bedded with virus pneumonia.

Jules Pfeiffer's nitery presentation of "The Drunkard" into Copa for run beginning Sept. 5.

Farley Granger in town for a round of press and radio activities in connection with "Roseanna McCoy."

in connection with "Roseanna McCoy."
With closing of summer operetta season, Maurice Spitalny and his wife took off for 10 days in Atlantic City.
Jackie Heller back into his Carousel after two weeks on the road, and has Guy Rennie and Joan Holloway on bill with him.

Copenhagen

By Victor Skaarup
"On a Slow Boat to China" is this
summer's biggest song hit here.
Cirkus Schumann completely summer's biggest song nit nere.
Cirkus Schumann completely
sold out every day in the week.
Season closes in Octber.
Biggest Hollywood hit in town is
"Knock on Any Door" (Col) in its
third month at Scala-Bio.
Oscar Holst celebrated his 5th
anniversary as an actor with a midnight show in his circus revue tent
at Bakkon

"How I Discovered America," on harbor.

Kaherine Dunham, after a successful preem at Monte Carlo Sporting Club, gave three dance recitals at Nice's open air theater Verdure.

Geoffrey Hellman, accompanied by his wife and Mrs. Harold Ross, at Hotel du Cap, preparing a New at Hotel du Cap, preparing a New and the state of the stat

Hollywood

Henry Koster to Sun Valley on

vacation.
Irene Dunne to San Francisco on

vacation.

Irene Dunne to San Francisco on vacation.

Chico Marx airlined in from Manhattan.

Harry Cohn due home from Europe Aug. 22.

Herman Levy hospitalized with an attack of polio.

John Scott Trotter 40 Charlotte, N. C.. on vacation.

Harpo Marx returned from a long stay in Europe.

Sonia Henie in town after costume fittings in N. Y.

Frank Fay recovering from surgery in in Santa Monica.

Compton Bennett in from England for huddles at Metro.

Peggy Dow out of the hospital after penicillin poisoning.

Lon McCallister to La Jolla to gander the strawhat situation.

Russell Holman in town for production huddles at Paramount.

Tamara Toumanova in town after eight months of balletting in Europe.

Samuel Goldwyn and his wife

ope. Samuel Goldwyn and his wife on a 10-day vacation at Lake

Samuei on a 10-day vacation at an Tahoe.

Ronald Reagan released from hospital to nurse his broken leg at home.

Loretta Young hospitalized after collapsing on the "Key to the City" set at Metro.

Anthony Mann to South Dakota to trap Redskins for "Devil's Doorway." which will be filmed in Culorado.

O'Hara's illness caused

way," which will be filmed in Colorado.
Maureen O'Hara's illness caused a week's delay in the start of "The Bowle Knife."
Monroe Greenthal in from N. y. for exploitation conferences with Samuel Goldwyn.
Marion Berenian checked out of

Samuel Goldwyn.

Marion Bereman checked out of
the Universal-International flackery to await motherhood.

Mel Ferrer to La Jolla to direct
John Lund and Ward Bond in the
strawhat production of "Command
Decision."

South Africa

By Joe Hanson

KARFO. Dutch Reformed Church film organization, to establish studios at Pretoria. Claudio Arrau, Chilean pianist, on concert tour here, also Erna Sack, coloratura soprano. Deborah Kerr expected to visit Cape Town en route to East Africa for filming of M-G's "King Solomon's Mines."

Film biz is way down, with pix of caliber of "Barkleys of Broadway" (M-G) and "Maytime in Mayfair" (London Films) doing only little better than average.

way" (M-G) and "Maytime in Mayfair" (London Films) doing only little better than average.
"Present Laughter," staged by Brian Brooke Repertory Co. at the Hofmeyr theatre, Cape Town, now in sixth week, establishing all-time record of legit runs in South

Africa.

"Annie Get Your Gun" given ovation at opening at His Majesty's, Johannesburg. Most lavish production ever staged in South Africa. Show is 50th produced for African theatres by veteran producer Phil Levard.

Rome

By Helen McGill Tubbs

Radie Harris visiting Rome.
Mr. and Mrs. Harry Cohn In
Venice.
Richard Ney and wife are at the
Excelsior hotel.
Lois Maxwell, now working in
"Tomorrow is Too Late" at Titanus
Studios, has taken an apartment in
Rome.

Studios, has taken an arRome.
Geraldine Brooks is seeing Rome
after being on location for "Vulcano" in Liperi.
The Bud Ornsteins, Betsey Blair,
Doris Dowling, Jerry Cappi,
the Mike Frankovitches (Blanie
Barnes), Marina Berti, to Venice

Barnes) Marina Berti, to Venice last week.

William C. Tubbs assigned the role of Sergeant Roy in "The Sky is Red," being produced by Acta Films. Company goes on location to

Films. Company goes on Leghorn.
Edourado Cianelli has just completed a film. "Patto col Diavolo" ("Bargain with the Devil") with Isa Miranda at Scalera Studios. Ald Gabrizzi, Italian character actor, Is directing and starring in a picture called. "Benvenuto, Reverendo" ("Welcome, Reverendo") which he helped write.

Vienna

OBITUARIES

AL SHEAN

AL SHEAN
Al Shean, 81, veteran trouper
and member of the famed vaude
team of Gallagher & Shean, died
in New York Aug. 12.
Details in the vaudeville section.

HARRY DAVENPORT
Harry Davenport, 83, stage and
screen actor for 78 years, died Aug.
9 at his Hollywood home. He recently completed a role in "Riding
High" at Paramount and was slated
to start in "Please Believe Me" at Metro this week.

Metro inis week.
Seion of an old stage family,
Davenport spent practically his entire life in show business. His Sciol of a note as age rammy pavenport spent practically his entire life in show business. His career began at the age of five in "Damon and Pythias" at the Selwyn theatre, Boston, in 1871. On the stage he played with Joseph Jefferson, John McCullough, Frank Mayo, David Warfield, Frank Bacon, Mrs. John Drew, Maxine Elliott, Ethel Barrymore, Phyllis Rankin and numerous others. Through his marriage to Miss Rankin he was the uncle of Ethel, Lionel and John Barrymore. His father, E. L. Davenport, was one of the leading tragedians of his day.

Among the plays in which he appeared were "H. M. S. Pinafore," "Rip Van Winkle." "Monte Cristo," "Morte Cristo,"

tragedians of his day.
Among the plays in which he at
peared were "H. M. S. Pinafore,
'Rip Van Winkle," "Monte Cristo,
"The Belle of New York," "Th
Naked Truth," "Sari," "Lightnin.

IN LOVING MEMORY OF My Dear Wife

MAUDE RYAN (August 15, 1935)

CHAS. INNESS

"Three Wise Fools." "The Music Master," "Old Man Minnick," "Topace" and "Hay Fever." Davenport started his film career in 1912 and functioned for a time as a director for the Vitagraph Co. in New York, but later returned to acting

acting.

Surviving are his son, Edward L.

Davenport, television producer;

three daughters, Kate and Ann

Davenport and Mrs. Dorothy Davenport Reid.

SIDNEY R. FLEISHER
Sidney R. Fleisher, 62, a partner
In the law firm of Fleisher & Colton, theatrical attorneys, died in
Brewster, N. Y., Aug. 10.
Since 1936, Fleisher had been
the negotiator, by appointment of
the Dramatists Guild of the
Authors League of America, for
the sale of motion-picture rights of
produced plays.

produced plays.

Before 1926 film producers buying plays sent checks to both the authors and the producers and sometimes the recipients looked at each other suspiciously. In 1926 the Minimum Basic Agreement be-tween the Guild and the theatri-cal producers was drawn up and cal producers was drawn up and the late Joseph P. Bickerton, Jr., noted theatrical lawyer, was

the late Joseph P. Bickerton, Jr., noted theatrical lawyer, was chosen as arbiter. Fleisher was long associated with Bickerton and when the latter died in 1936 Fleisher was chosen in his place and the title changed to negotiator. The Fleisher-Colton firm represents the Authors League of America and its Dramatists Guild, Radio Writers Guild and Authors Guild, Its clients also have included Ed Wynn, George Abbott, Rose Franken and Joseph Kesselring.

ring.
Survived by wife and son.

THEODORE BEKEFI
Theodore Bekefi, 57, former
member of the Russian Imperial
Ballet and later featured in American
vegas, following a major operation.
Bekefi first appeared in America
as partner of Adeline Genee in the
Charles Dillingham production,
"Bachelor Belles," in 1910. Returning to Russia at that time, he
danced with Tamara Karsavina
and Anna Pavlova in St. Petersburg, but at the outbreak of the
Russian revolution in 1918 he
made this country his home. He
was a headliner on the Keith circuit for a number of years and in
1924 played the Palace theatre,
in N. Y., in an act known as
"Bekefi's Theatre Grotesque," under management of Rosalie Stewart.
With the decline of yangeville THEODORE BEKEFI

With the decline of vaudeville he founded ballet schools on the east coast. In the last four years he conducted a school in Laguna, Cal.

QUEENA SANFORD

QUEENA SANFORD
Mrs. Queena Draper, 66, widow
of B. H. Bristow Draper, former
president of the Draper Corp., died
in Hopedale, Mass., Aug. 13.
As Queena Sanford, she was singing in "The Rich Mr. Hoggen-

heimer" when Draper, son of a for-mer Massachusetts governor, mar-ried her secretly. When announced, the story made headline copy for a long time, and eventually Draper's estrangement from his family ended.

Three sons survive.

MARGARET MITCHELL

MARGARET MITCHELL
Margaret Mitchell, 46, author of
"Gone With the Wind," died in Atlanta Aug. 16. Miss Mitchell was
struck by a speeding automobile
on her way to an Atlanta theatre
Aug. 11. Her husband, who was
with her at the time, escaped injury.

jury.
Miss Mitchell gained world re-Miss Mitchell gained world renown from the publication of her novel, which was turned into a film in 1939 by David O. Selznick. Starring Clark Gable and Vivien Leigh it has grossed over \$30,000,000 to date in world-wide distribution. It is the biggest grosser in film history with the possible exception of "Birth of a Nation." Her husband, John Marsh, Atlanta advertising exec, survives.

DR. KARL WEIGL

Dr. Karl Weigl, 68, Austrian-born composer and conductor, died in New York, Aug. 11. Recently he had been a member of the com-position faculty of the American Theatre Wing Professional Train-ing Program.

Theatre Wing Professional Training Program.

Among his other compositions, Dr. Welgl had composed six symphonies, three overtures, four concerti and eight string quartets.

Survive by wife, son and a daughter.

JOHN JACOBS
John Jacobs, 59, joint general salcs manager for General Film Distributors, died in London last Wednesday (10) after a long illness. He had been with Universal-International for many years, and joined GFD when that company merged with U-I for United Kingdom release purposes.
Survived by wife and son.

JOHN A. SHEA

John A. Shea, 39, who was head
of the buying and booking department of Shea Theatrical Enterprises, N. Y., which operates a
chain of film theatres, died in
Yonkers, N. Y., Aug. 13.
Before joining the Shea firm in
1930, he was a salesman for MetroGoldwyn-Mayer in New York.
Survived by wife and four sons.

CHARLES R. OSBORNE

CHARLES R. OSBORNE
Charles R. Osborne, manager of
the Lake theatre, Lake George, and
one-time branch manager in Montreal and later supervisor of checkers in the Albany district for Warners, died in Glens Falls, N. Y., Aug.
5. He had been connected with film
business for 30 years.
Survived by wife, three daughters and a brother.

V. L. BARNES
V. L. Barnes, 79, film player and former newspaper artist, died Aug. 9 in Los Angeles.
Before taking

9 In Los Angeles.

Before taking up acting he worked on such newspapers as the Denver Post and the Chicago Daily News and functioned as an artist-correspondent in Manila during the Spanish-American War.

HAROLD H. KOPP
Harold H. Kopp, 65, manager of
the Fox-West Coast Lido theatre,
Los Angeles, for the past eight
years, died there Aug. 14.
Survived by wife, daughter, and
son, Robert, of the Coast law firm
of Gang, Kopp & Tyre.

DANIELA PALMER
Daniela Palmer, 42, Italian actress, died in Rome, Aug. 11. Authorities there said death was due to an overdose of sleeping pills.
Born in Milan as Giulia Fogliati, she took the stage name of Palmer and had headed her own company since 1930.

CHARLES WEBB

CHARLES WEBD, Charles Webb, 80, former vaude performer who, with his wife, had done a musical act for many years on vaude circuits, died in New York, Aug. 11. Mrs. Webb died last June.

RALPH T. WILLEY

Ralph T. WILLEY
Ralph T. Willey 57, radio engineer of Mutual Broadcasting System, died in Roselle Park, N. J.,
Aug. 11. Survived by wife, son and

daughter.

JACK HOWLAND Jack Howland, 65, sales manager with ith Warners Los Angeles ex- Chi.

change, died in that city Aug. 13.
With the firm some 27 years, he served nine years in Chicago prior to going to the Coast.

Harry Eichler, 78, former trum-peter in the bands of John Philip Sousa and Victor Herbert, died in Philadelphia, Aug. 10. In later years, he had been a music teacher.

JOE MEYERS

Joe Meyers, 35, trumpeter with various Coast orchest? was found dead Aug. 9 in a Hollywood rooming house.
Police called it suicide.

Sister-in-law, 26, of Herb Rosen-thal, head of Music Corp. of Amer-ica television dept. In New York, died of infantile paralysis, Aug. 14 at Roslyn, N. Y.

Arthur Hamilton, 65, projection-ist at the Morton theatre in Boston for 25 years, died Aug. 6 while visiting in Port Huron, Mich.

Sarah Langman, 46, director of public relations for 16 years at Sta-tion KFWB, died Aug. 8 in Los Father, 69, of Frankie Yankovic, orch leader, died Aug. 13 in Cleve-

land.

Father of Leo De Lyon, vaude and cafe comic, died Aug. 12 in New York.

MARRIAGES

Rebecca Franklin to Ward More-house, Statesboro, Ga., Aug. 13, He's drama editor-critic of N. Y. Sun; bride is former newspaper-

Angela Lansbury to Peter Shaw ondon, Aug. 12. Bride is a film

Angela Lansbury to Peter Snaw, London, Aug. 12. Bride is a film actress; he is an actor. Arthura (Artra) Baer to Martin Kalmanoff, Aug. 19, New York. She's the daughter of the Bugs Baers and works in the society dept. of the N. Y. Journal-Ameri-can; groom is a songwriter.

Elizabeth Everhardy to Frank Cleaver, Los Angeles, Aug. 8. Bride is a member of Paramount's writing staff.

Evelyn Ball to Ira Wit. N. Y.. Aug. 3. Bride is in the 20th-Fox studio's lab dept.; he on N.Y. staff of VARIETY.

Jacqueline Dalya to Robert Hilliard, Las Vegas, Aug. 9. Bride is a screen actress; he's a songwriter. Martha Stewart to George O'Hanlon, Santa Monica, Aug. 6.

Both are film players.

Julia Dalga to Sam Murray, San
Antonio, Aug. 7. He's a member
of the engineering staff of KCOR
there.

Joan Way to Malcolm Richards, incinnatl, Aug. 10. CPO disk jockey. He's

Virginia L. Dragon to Lionel Irwin, Jr., Penacook, N. H., Aug. 7. He's manager of the Palace theatre

there.
Claire Menei to Walt Heebner,
Lake Arrowhead, Cal., Aug. 14.
Groom is west coast recording director for RCA-Victor.
Martha Stewart to George
O'Hanlon, Santa Monica, Aug. 6.
Bride is film actress and former
wife of comedian Joe E. Lewis;
he's star of Warner's Joe McDoakes comedies.

BIRTHS

Mr. and Mrs. Norman Barasch, son, New York, Aug. 15. Father is a radio scripter
Mr. and Mrs. Frank Sundstrom. daughter, Hollywood, Aug. 9. Father is a film actor.
Mr. and Mrs. Art Pallan. daughter, Pittsburgh, Aug. 9. Father's a WWSW disk jock.
Mr. and Mrs. Fevnett Naill son.

Mr. and Mrs. Everett Neill, son. Pittsburgh, July 25. Father's a bandleader and KDKA producer.

mr. and Mrs. Harry Robertshaw, son, Piesburgh, Aug. 3. Mother's Sally Kettles, radio actress.

Mr. and Mrs. George Watson, son, Chicago, Aug. 11. Father is a WBBM announcer there.

Mr. and Mrs. Gene Graves, daughter, Philadelphia, Aug. 7. Father is disk jockey with KYW

Mr. and Mrs. Robert E. Kintner, son, New York, Aug. 14. Father is an ABC exec veepee.

an ABC exec veepee.

Mr. and Mrs. Robert Seymour,
daughter, Poughkeepsie, N. Y.,
Aug. 14. Father is co-producer ofthe Valley Players at Malden
Bridge, N. Y.

Mr. and Mrs. Joe Musse, daughter, Chicago, Aug. 13. Father is with Associated Booking Agency in

Bebop's Small but Steady Beat

the bop form, it's contended. But new idiom. Gillespie's tour of bop is pushing through the welter Europe, a couple of years ago, of phoniness on its merits which while financially a setback, drew Duke Ellington recently termed as terrific crowds in the chief capitals. bop is pushing through the welter of phoniness on its merits which the only advancement made in modern music. Ellington, person-ally, however, is keeping out of

ally, however, is keeping out of the bop camp.

But while Ellington and some other top musicians are sticking to their proven styles, a flock of im-portant leaders have moved closer to bop. Some of them don't know they are playing bop and others don't care. Benny Goodman has stated that it didn't matter if some stated that it didn't matter it some of his sidemen play bop, as long as they play well. Jimmy Dorsey, referring to a group of bop players in his crew, has said, "There are two factions in my band, but no frietler." friction.

Other bandleaders who are giv-ing bop a twirl, even if only once-lightly-over, include Charlie Bar-net, Ziggy Elman, Claude Thorn-hill, Gene Krupa, Lionel Hampton, net, Ziggy Elman, Claude Horn-hill, Gene Krupa, Llonel Hampton, Count Basie and Coleman Hawkins, among others. In addition, of course, there are the heavily bop-accented aggregations led by Dizzy Gillespie, George Shearing, Woody Herman, Machito and the more esoteric, but highly rated Charlie

An increasing number of vocalists are warming up to bop also, although many of bop's best friends would rather file and forget the would rather file and forget the screwball numbers titled "Oop Bop Shi Bau," "Oo-pa-pa-da" and "Ool-ya-ka." Bop, however, also has a repertory of numbers which are super-seriously titled "Anthropol-ogy," "Epistrophy" and "Ornith-ology,"

Bop City the Capital

Although the peak of the bop craze passed away sometime last year, currently there are more bop musicians working regularly than any time since its birth in 1943. Bop City, Broadway nitery, has been the central showcase for this been the central showcase for this type of music since it opened sev-eral months ago. While many of its attractions, like Billy Eckstine, are not boppists, there's enough bop to go around for the younger generation of jazz fans who have made this enterprise a lucrative proposition.

On 52d street, the vanishing of strippers is being replaced the bop crowd which makes up the bop crowd which makes up in earnestness what it now lacks in size. Cafe Society Downtown in Greenwich Village is also fiddling with new type of chords in its current layout featuring Coleman Hawkins' slightly boppified combo. Monte Kay, meantline, is also slated to open a bop spot, Birdland, on the site of the shuttered Clique Club.

Bop musicians are also working

Bop musicians are also working jazz spots located in other metro Jazz spots located in other metro-politan centers. While the payoff is low compared to the coin com-manded by the top pop bands, it's more than most of the bop musi-cians received a couple of year-ago. Another factor blocking the cians received a couple of years ago. Another factor blocking the bop bands from sharing the big coin, where It's still to be had, is the discriminatory attitude against mixed white-and-Negro aggregations, still prevalent in some class spots. You gotta approach bop with a sense of relativity, say its defenders. fenders.

Disks Slow A-Boppin'

In the disking industry, bop has also copped a fair share of the revenue, again considence relatively. While few bop records have scaled the 100,000 mark, it's pointed out that the Indle platteries, with their limited distrib facilities, can make limited distrib facilities, can make a profit with only a 5,000 sale. In any case, the small disk companies are still baking the bop records in fairly large quantities with the prime motive of profit. Heavy disk lockey plugging of bop records by Fred Robbins, Symphony Sid and Leonard Feather in New York. Dave Garroway in Chicago and other platter pilots is also keeping alive bop prospects in a generally sagging market. sagging market.

sagging market.

Tipoff to bop's grip on the younger crop of instrumentalists is evidenced by the good sale of bop sheet music, handled mostly by J. J. Robbins & Sons publishers. Bop, incidentally, has also cued strong interest among the hot jazz youngsters in the classical modern composers from Ravel to Hindemith

Several bop bands have been formed in Europe, notably Germany, and it's reported that an underground bop movement is stirring behind the Iron Curtain in Czechoslovakia where it's officially banned. Leonard Feather's recent book, "Inside Be-Bop," was smuggled in as a text. Tadd Dameron, Gillespie's arranger, also dld some prosyletizing on his recent European tour and will return there in October.

Bop. in short, is no longer a Several bop bands have been form-

Bop, ln short, is no longer a battle-cry—it's a falt accompli.

Anglo-U.S. Pattern

Continued from page 1 =

sion of territories rather than profits with the British producer taking Eastern Hemisphere rights and the American partner, the western half of the world.

Sounding Out H'wood

St. John, who will visit the Coast during his three-week U. S. stay, told VARIETY yesterday (Tues.): "We will welcome joint production whi were me joint production deals. I'm ready to talk to anyone who has frozen pounds. Nobody is barred. I'm going to the Coast and I expect to talk to all major companies."

British production exec readily conceded the advantages to Rank. "It means we can make big pie-tures," St. John said, "We'll keep the territories we know and the American companies can get the Western Hemisphere. Each of us will put up half the price."

will put up half the price."

There is no doubt that the majors are ready to meet any likely joint production proposal half-way. From the Coast, reliable reports come that Metro, UA, 20th-Fox and RKO are ready to talk to St. John or any other British producer whose production experience rates. As for Paramount, presence of Paul Raibourn in England is believed a preliminary to its entry into such a program. land is believed a preliminary to its entry into such a program. Universal has already made an ambitious partnership pact with Rank.

Skirts Currency Curbs

Skirts Currency Curbs

Joint production deals would effectively breach the currency restrictions imposed by the Anglo-American film pact and pave the way for a future course of conduct, it is noted. New type pact sought by St. John and welcomed by the majors is double-edged so far as the restrictions are concerned. Not only does it absorb frozen pounds amassed by American companies in the form of production expenditures but it also exempts the product from the barriers raised against uct from the barriers raised against dollar remittances.

dollar remittances.

Since territories rather than overall profits are divided, there would be no need to remit dollars from England. Whatever a jointly-produced pic produced in the way of revenues in the Western Hemisphere would be pocketed by the American company without the need of trans-Atlantic trading.

St. John's presence on the Coast will implement the recently-closed will implement the recently-closed deal made by Joseph H. Seldelman, U's foreign chief, and the Rank Interests. British exec has brought across a number of scripts which he will submit to William Goetz, U's production head, for possible partnering. Goetz, on his part, has several scripts which he wants to discuss with St. John. wants to discuss with St. John

Ethel Barrymore

_ Continued from page 1 = internationally famed, where she previously had been limited by the previously has been limited by the stage medium." Miss Burke paid respects to "the finest actress of our day." saying "you don't just love and admire Ethel Barrymore. You worship her." Lionel Barry-more kept his part to wishing his sister "a happy, happy birthday."

Samuel Colt, her son and John Barrymore, Jr., her nephew, were also on hand, as were Katharine Hepburn, Judy Garland, Mrs. youngsters in the classical modern composers from Ravel to Hindenith.

Europe's jazz aficionados, usually discriminating and objective in appraising developments in modern music, have also cottoned to bop's J. Mannix, and others.



DAMONE

Currently Headlining

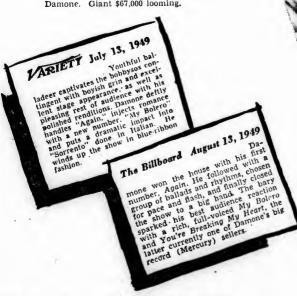
NEW YORK

PARAMOUNT, New York **RECORD BREAKING \$103,000** GROSS - OPENING WEEK!

VARIETY, August 10, 1949
Paramount (Par) (3,664: 55-\$1.50) —
Damone, others onstage (2d wk). First session ended last night (Tues.) roared ahead to giant \$103,000, one of best opening weeks in months.

CHICAGO THEATRE 'ROPES UP' for \$67,000 Gross

VARIETY, July 13, 1949 Estimates for This Week
Chicago (B&K) (3,900; 50-98) — Vic
Damone. Giant \$67,000 looming.



YOUNGEST HIT MAKER!

. . . with the Nation's Current THREE BEST-SELLING RECORDS-

YOU'RE BREAKING MY HEART" ''AGAIN'' "MY BOLERO"

Exclusive MERCURY RECORD ARTIST

My sincere thanks to "PET MILK," my sponsor, for two most wonderful years in radio.

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VOL. 175 No. 11

NEW YORK, WEDNESDAY, AUGUST 24, 1949

PRICE 25 CENTS

ROAD MUST PRODUCE OWN SHOWS

TV's Heavy Fall Grid Lineup; NBC B'WAY LEGIT GROP Talent Agencies Dusting Off Radio Blueprints Four-In-One Coverage

NBC television will launch a revolutionary new system of college football coverage this fall, simultaneously feeding the top games in the east to various stations divided into simulated regional webs. To carry out the plan, the network's remote cameras on certain Saturdays will pick up as many as four different games, each of which will be aired by three or four stations in the home team's vicinity.

pace of which will be aired by three or four stations in the home team's vicinity.

With the other video networks also expected to devote considerable time to football this fall, broadcasters are steadily refuting the contention of the web's de-emphasis on sports. It had been thought that, because of commercial commitments, they would be forced to leave sports coverage to indie stations. But NBC, as one example, even without baseball is earrying more sports events this year than it ever has. Web now has the trotting races two nights a week, has covered races from the big tracks and all the major tennis and golf tournaments in the Greater NY, area and tees off its Friday night fight schedule in September.

Football plan, in fact, shows the

Football plan, in fact, shows the marked increase made by NBC in sports coverage. Two years ago,

(Continued on page 63)

'SO. PACIFIC' ADVANCE BIGGEST YET AT 500G ing the theatre.

Instead of decreasing, the demand for tickets to "South Pacific" continues to grow. The cash advance for the Richard Rodgers-Oscar Hammerstein, 2d, musical has now topped \$500,000 in mail orders and window sale, excluding broker allotments. The total was a record \$430,000 when the show opened last April. Some time ago the figure reportedly dropped to more than \$300,000, but it has since climbed to what is believed to be an all-time high.

Probably as a result of the ticket

an all-time high.

Probably as a result of the ticket
probe being conducted by New
York City investigations commissioner John M. Murtagh, there is
now little talk of scalping in "South
Pacific" seats. But, according to
those associated with the production, requests for "house seats" are
a worse headache than ever.

Meniou's Lectures

Adolphe Menjou starts out on his first lecture tour Oct. 16, when he does seven weeks of gabfesting for Columbia Lecture Bureau. Tour, which is sold out already, runs coast to coast, and includes appearances at Duluth, U. of Michigan, Michigan State College, Detroit and Indianapolis Town Halls, and various schools and clubs.

These dates are in addition to Menjou's radio program, "Meet the Menjous," with wife Verree Teasdale, and films.

Fabian Pitching For World Series On Theatre Tele

New York baseball fans may New York baseball fans may still get a chance to see the up-coming World Series via large-screen theatre television. Indie circuit operator Si H. Fabian is considering a pitch to baseball top-pers and the network and sponsor which carry the Series for home video, with the intention of screen-ing the games at his Brooklyn Fox theatre.

Fabian declared last week that nothing definite has ensued yet, since no sponsor has yet been assigned video rights to the Series, but intimated he would seek theatre TV permission once that has been decided. Fabian first became enamored of large-screen video when he carried the Walcott-Charles heavyweight championship fight several months ago through a deal worked out with NBC television and Gillette Safety Razor. It is believed the same two outfits (Continued on page 63)

(Continued on page 63)

FALLING SHORT

Out-of-town managers must produce their own legit shows, rather than depend on Broadway to supply enough product to keep the road alive. That is the premise underlying exploratory talks held recently by a number of theatre operators in key towns. Out of the confabs and the common need may come a cooperative producing setup for touring shows. Out-of-town managers must pro-

with the number of touring shows.
With the number of touring Broadway productions steadily declining in recent years, local showmen have become progressively concerned, until some of the more cetter each war combined that they concerned, until some of the more active ones are convinced that they must take the initiative. As it is, few houses outside the basic United Booking Office circuit make enough profit to warrant continuing. They figure that unless they can increase the number of legit attractions they must go into other booking fields or go out of business entirely. Too many have done the latter in recent years. The local operators see two re-

done the latter in recent years.

The local operators see fwo recent developments as indicating the possibilities of cooperative production activity. One is the new move, reported last week, to form a five-city circuit for touring summer light opera productions. The other is the highly successful operation, now several seasons old, of the (Continued on page 60).

(Continued on page 60)

TV in South Also Bans 'Boundaries'; Won't Play 'Patsy'

Memphis, Aug. 23,

Plans of producer Louis de Rochemont to screen "Lost Boun-daries" on television in Memphis daries" on television in Memphis and Atlanta, in answer to censor bans against the film in both cities, were kiboshed this week. TV station managers in both cities refused to sell air time for the screenings on the assumption that they would only be "used" to help de Rochemont in his fight against the censors. As a result, de Rochemont may be forced to seek a court test of the legality of the bluenose action.

now little talk of scalping in "South Pacific" seats. But, according to those associated with the production, requests for "house seats" are a worse headache than ever.

Concentration Camp Pic.

Fatal to Film Critic

Tel Aviv, Aug. 16.

Within a few hours after having seen the Polish film, "Ostatni Etep" ("The Last Stop"), at a press showing in Tel Aviv Saturday (13), film critic Max Libmann died of a heart stack.

Film deals with life in a femme concentration camp under the Nazis. Libmann ost the greater Part of his family in the Auschiwitz death camp. He complained after the screening of its depressing effect on him.

50 Years a Scribe

Harry Hershfield, veteran cartions and easily the stop function and easily the screenings on the assumption that they would only be "used" to help don't help would only be "used to sell air time for the screenings on the assumption that excreenings on the assumption that correlated this work. TV stations managers in both cities, were kiboshed this week. TV stations managers in both cities refused to sell air time for the screenings on the assumption that excreenings on the assumption that excreenings on the assumption that excreenings on the assumption that work in the sound only be "used" to help war and the Rochemont in his fight against the film in both cities, were kiboshed this week. TV stations managers in both cities refused to sell air time for the screenings on the assumption that excreenings on the assumption that excreenings on the bear every fused to sell air time for the screenings on the bear every fused to sell air time for the screenings on the screenings on the bear every fused to sell air time for the screenings on the bear every fused to sell air time for the screenings on the screenings on the bear earlies of the would only be "used" to help would only be "used

Packages in Wake of Giveaway Nix

Jolson Parks Larry

Hollywood, Aug. 23.
Al Joison will get together shortly with Harry Cohn, Columbia Pictures prexy, just returned from a
European vacation, on the proposition of playing himself in a third

biopie.

Larry Parks personated Jolson in the original "Jolson Story" and now the just releasing "Jolson Sings Again," Incidentally, a double-featuring of both pictures on their reissue, three years hence, is already being primed as part of a "Jolson Festival."

Upped Nitery Biz No Cue for Costly Names This Fall

Chicago, Aug. 23, Upward swing of cafe grosses precipitated by the return of cooler weather all over the country has given bonifaces confidence that the fall will bring a general upbeat in nitery trade. Many cafes here

has given bonifaces confidence that the fall will bring a general upbeat in nitery trade. Many cates here as well as elsewhere have picked up sharply since the break in the recent heat wave.

Despite the pickup, cafe owners are still wary on buying high-priced talent. Except for the few name turns that are always working, traffic in high priced acts has been very sparse. One of the reasons ascribed is the general belief that act salaries will hit the to-boggan. Last year's salaries won't be paid in most situations. Vaude pickup ties in directly inasmuch as most of the new playing time is made up of lower priced talent and most of the standard acts that are playing the vaude time are doing so at cut salaries.

Another factor contributing to the decline in buying cafe names is the uncertainty of the Florida situation.

'Timesquare, USA' Carny

N. Y. midtown hoteliers—26 of them—are sparking the new Time-square, USA' ballylloo, and are

them—are sparking the new Time-square, USA' ballyfloo, and are priming for an early spring, three-day carnival as an annual event to put the spotlight on Broadway as a tourist attraction.

Plugging the fact these hotels accommodate the entire population of New York; i.e., over 8,000,000 transients per annum; that area contains 619 restaurants and eateries of all types and nationalistic epicurean tastes, 25 churches, several hospitals (St. Clares's, Polyclinic, etc.), \$53,000,000 in property values, etc., the aim will be to offset the midway aspects. pects.

The Federal Communications Commission edict to give away the giveaways puts the radio accentright back on talent, according to the talent agencies. Percenters regard this as their biggest break in some time, even though the FCC action is stymically injunction and other court activers might by injunction and other court actions that the networks might

actions that the networks might take.

As a result of the ban, agencies are dusting off radio packages that they had just about given up hopes of selling. Instead of pitching the shows at the webs, they're going to the ad agencies and sponsors directly. Spiel to the show-buyers runs along the line that it ill becomes a reputable firm to hang onto a show whose legality is under a cloud.

In the event the sponsor is tied

der a cloud.

In the event the sponsor is tied up with contracts on Santa Claus shows which have some time to run, percenter's argument is that pact can be cancelled after Oct. I pact can be cancelled after Oct. I since a contract cannot be enforced if it is illegal to carry out its terms.

The percenters are avoiding the networks on substitutions feeling that the webs would like to keep

(Continued on page 63)

MARY PICKFORD MAY DO AIR SHOW IN FALL

DO AIR SHOW IN FALL

Hollywood, Aug. 23.

Mary Pickford may do a radio show this fall, returning after nearly 15 years off the air. Since she has decided to move from Hollywood to N. Y. with her husband. Buddy Rogers, she has okayed negotiations for an AM program if the right format turns up. Reps of ABC and NBC are already pitching package ideas at her through her personal manager, Mal Boyd. Miss Pickford's last radio appearance was as star of the "Parties from Pickfair" series, which originated during the 1930s from her Coast home via the CBS web. Rogers pacted last week with ABC for both AM and television programs, which start this fall from N. Y. Miss Pickford returned to the Coast yesterday (Tues.), following Rogers, who left last week. Boyd is slated to fly back Friday (26). All three will return to N. Y. early next month.

Irene Rich Set For WOR Radio-TV Show

Irene Rich, vet screen and legit actress, is being primed for a series of programs on WOR, N. Y., which will be set up for simulcasting over AM and TV. Format of the show has not been settled as yet but it will be angled for the femme dialers. Robert Bories will produce and Toni Taylor will write the series.

series.

Miss Rich, meantime, is slated to reopen in Mike Todd's legit show, "As the Girls Go," at the Briadway theatre in the fall.

U. S. Films Grabbing Honors At Venice Fest; Visitor List Reads Like N.Y.-L.A.

MISCELLANY

Venice, Aug. 16.

U. S. films, of which eight have been entered for the 10th annual International Film Festival here, have grabbed off most of the kudos thus far. Opening pic, on Aug. 11, which was "Snake Pit," was enthusiastically received. Standout film today (16) was "Champion." As a rule, Europeans don't like fight pictures, but "Champion.'s" story, combined with firstrate acting, caused this one to get raves.

don't like fight pictures, but "Champion's" story, combined with firstrate acting, caused this one to get raves.

Eight U. S. films being shown here, in competition with films from 15 countries, are "Snake Pit" (20th), "The Three Caballeros" (RKO), "The Quiet One," "Champion" (UA), "Johnny Belinda" (WB), "Look for the Silver Lining" (WB), "The Secret Land" (M-G), and "Forgotten Village." "The Quiet One," which was presented on the fifth night (15), turned out to be noisy, for the audience broke out in applause three times during the performance. The Italians seemed astonished that the Americans ever made such a serious documentary type film.

Festival is being held at the Cinema Palace here. During the 22 festival days, 42 films will be shown. Countries showing films are the U. S., Italy, England, France, India, Poland, Mexico, Belgium, Canada, Switzerland, Isræel, Austria, Germany, Argentina and Jugoslavia. Most of these nations are showing only one or two pix. Besides the U. S. eight, Italy is showing seven, and Great Britain five.

Second day showing included Walt Disney's "The Three Caballeroe" and Jugoslavia's "Sofka. Disney film was shown in a special group called "Children's Pictures Section" in separate contest.

Third and fourth days' showings were Switzerland's "Combat Without Hate," England's "Blue Lagoon" and "Scott of the Antare (Continued on page 63)

Film Producers Bought In On One of Dempsey's Pugs So Now He's in Pix

Indie production unit in which Jack Dempsey became a partner last week resulted from a turn-about-is-fair-play deal. The forlast week resulted from a turn-about-is-fair-play deal. The for-mer heavyweight champ let his pic-ture partners buy into a fighter he owns, and they in turn took him in as a participant in the production company.

as a participant in the production company.

Pards are Sam Stiefel and Harry M. Popkin, both of whom head units which distribute through United Artists, as will the new organization. Deal started when Stiefel bought a chunk of Dempsey's fighter, a lad named Clarence Henry. Popkin, who also owns a large number of theatres, heard about it, and likewise wanted in.

Resultant arrangement found the three of them sharing the boxer and Dempsey the titular producer of what the announcement sez will be one or two pix a year backgrounded against an American sport. First to which the new Popkin-Stiefel-Dempsey label will be attached is the already-completed "Big Wheel." It's an auto racing pic starring Mickey Rooney and Thomas Mitchell. Producers up until this week were listed as Rooney and Stiefel.

OK for Sound

Hollywood, Aug. 23.
Len Levinson, Impossible
Pictures prexy, has an inside
line on the current wire-tapping investigation of Hollytwood reductors.

ping investigation of Holly-wood racketeers.

He reports that Mickey Cohen now prefaces all his phone conversations with "The following is an electrical tran-scription."

REX HARRISONS MAY DO A PIC IN ITALY IN '50

Rex Harrison, whose contract with "Anne of the Thousand Days" expires Dec. 31, may make a film in Italy next spring with his wife, Lilli Palmer, for an undisclosed producer. Couple, who returned to New York Friday (19) on the Ile de France, had been vacationing in Britain and Italy during "Anne" resumed performances on Monday (22). Miss Palmer, incidentally, is slated to start rehearsals late in October on the Aldrich-Myers upcoming legiter, "Caesar & Cleopatra." She'll appear opposite Sir Cedric Hardwicke.

Men's Fashion Preview Uses Theatrical Format

The men's apparel industry is turning to theatrical presentation to familiarize the public with its product. The newly formed National Fashion Previews of Men's tional Fashion Previews of Men's Apparel, Inc., will hold the first nationwide fashion presentation in the history of the men's apparel industry for seven days beginning Nov. 27 at the Boca Raton Club, Boca Raton, Fla. Show has been budgeted at a near \$500,000. Visual presentation, design and lighting for the fashion preview will be under the supervision of Jo Mielziner and Leonard Haber.

Format of the show, still in the

ziner and Leonard Haber.

Format of the show, still in the planning stages, will be woven around skits or an overall plot, which in its telling will allow for the presentation of the new garments. Idea is to employ character actors fairly well known to the public to model the apparel.

Approximately 500 retail executives will be cuffo guests at the week's showing. Myron Kahn, NFPMA's executive director, is producing.

\$763,360 Overlooked **Beery Cash Discovered**

Los Angeles, Aug. 23.

Executors of the estate of the late Wallace Beery discovered an item of \$763,360, hitherto overlooked. The unexpected wealth, all in cash, was found in a safe deposit box. It raises the value of the Beery estate to more than \$2,000,000.

Filed against the estate are two claims, one by Beery's former wife, Mrs. Areta Foyt, for \$1,000,000, and one for \$104.135 by Mrs. Gloria Schumm, who declares Beery is the father of her son, Johan Richard Wallace Schumm.

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legitimate theatre.

KEN MURRAY'S

"BLACKOUTS OF 1949"
Completes 7-year run El Capitan
Theatre, Hollywood, August 27.
OPENS Ziegfeld Theatre, N. Y.,

Garry Davis Drops Exec Job on World Movement; To Study Refinancing Paris, Aug. 16.

Paris, Aug. 16.

After a last fanfare meeting in the provincial city of Cahors, the Garry Davis World Citizen movement seems to be heading for a switch in organizational policy. Davis exchanged with his public relations manager a couple open letters stating he was temporarily retiring for "study and meditation," which also might mean refinancing.

letters stating ne was temporarily retiring for "study and meditation," which also might mean refinancing.

Friends had advised him long ago that what he needed most was a good business manager, otherwise no private backing would permit him to carry on with the scheme for long. But he persisted in blinding himself to anything but propaganda, regardless, getting deeper in the red as he progressed instead of accumulating a surplus. Angeled at first by a few sympathizers, including some American showmen currently in France, he's been in the red from the start.

Davis, former Broadway legiter, who lives now at 7 Rue Brea, in the heart of the Montparnasse district, is devoting himself to propaganda via recording speeches and inspirational material. He has relinquished executive or administrative duties, which have been taken over by the Citizens of the World organization, as distinct from the Garry Davis personal company proper.

Citizens of the World is run by Robert Sarrazac, earliest Davis follower and closest associate, a former newspaperman, and is housed on Boulevard Poissonniere in the building of the Societe Nationale de Presse, which has taken over all newspaper and the cover all new

housed on Boulevard Poissonniere in the building of the Societe Nationale de Presse, which has taken over all newspapers published under German occupation. They issue, as the French branch of the organization, membership cards for a nominal 20c.

Memorable First Nights By Emile Littler.

London.

London.

The opening of "Annie Get Your Gun," at London's largest theatre, the Coliscum, exceeded the most optimistic dreams of the producer. The British audience—normally unemotional — cheered, laughed, and sang. There were speeches, in which everyone forgot to say the things everyone always wants to say. But the audience not easily the say But the audience not easily the say and the sa the things everyone always wants to say. But the audience, not caring, cheered the merest words.

ing, cheered the merest words.

The orchestra struck up a reprise of one of the Irving Berlin songs and the cast sang. "More," cried the audience, and the cast sang another song and another and another. The leading lady, Dolores Gray, casually mentioned that for her it was a double accasion as it was also her birthday.

At that someone in the gallery

was also her birthday.

At that, someone in the gallery shouted for the orchestra to play "Happy Birthday," so the cast and the entire house sang it together to the new star. The last streetcars had stopped and it was time for the late trains to leave, but the audience remained in the theatre to cheer and sing.

So for the producer, at least, June 7, 1947, the opening of "Anie Get Your Gun" in London was the all-time high for first-night enthusiasm and excitement,

PITCHING HORSESHOES By Billy Rose

Actors Equity Association 45 West 47th Street New York, N. Y.

Gentlemen:

During the past six months, reputable producers have announced approximately 50 new productions for the fall season, and yet here it is the middle of August and you can count those actually in rehearsal on the fingers of one glove.

Broadway, of course, knows what the trouble is—money, or rather the lack of it. It knows that, because of one thing or another, yesterday's angels have folded their wings and that a producer who auditions a show for a group of potential backers these nights is lucky if he raises enough to pay for the canapes and cocktails.

enough to pay for the canapes and cocktails.

Obviously, what the legitimate theatre needs most right now is a new seb of angels who are willing to gamble on the productions that are all set to go. And if you're inclined to listen, I can tell you where you'll find this new set of angels—gents with fresh, green folding money, who are not only willing but actually eager to take their

chances.

And you won't have to look far. These gentlemen have their offices on Broadway, and if you don't know them by name you undoubtedly know them by sight. Yes, I'm talking about the ticket brokers.

To hear them tell it, the reason they're anxious to bankroll certain productions is because they're fed up with taking the rap for certain thieving producers, theatre owners, company managers and box office treasurers. They're unhappy about the bad notices they've been getting lately and, for a change, would like to buy blocks of tickets at boxoffice prices in advance of production, and are prepared to "eat" those tickets when they guess wrong.

To make this possible. Equity of course would have to remove it he

when they guess wrong.

To make this possible, Equity of course would have to remove its ban on the "buy." And, begging your pardon, it's about time. Though the experiment was worthy in motive, what resulted from it, like Prohibition, is a matter of record and regret. As everybody knows, bootleg tickets to some of the big hits this season have sold for as much as \$50 a seat—several times as much as the public paid for a "Follics" or a "Show Boat" during the years of the "buy."

A lot of us, of course, know the scandalous story behind the ticket

A lot of us, of course, know the scandalous story behind the ticket scandal, certainly I do. But to put the ill-making details on paper—10 explain the institution of "ice" and how it's melted down—well, that would involve blowing the whistle on a lot of guys I've chummed and bummed around with for years and, for reasons I won't bore you with, I'm not disposed to play "copper."

I'm not disposed to play copper.

As the owner of a theatre, I get to see most of the musical scripts that are turned out these days, and in the past few months I've read at least five which shape up as potential boxoffice hits. But, so far, not one of them has ordered a dress or a stick of scenery because the producer hasn't been able to dig up more than half of the necessary money.

ducer hasn't been able to dig up more than half of the necessary money. It's my belief that the ticket speculators, if given the chance to speculate on pre-opening ticket buys, would complete the financing of these shows, and five musical productions, gentlemen, mean the employment of close to 1,000 actors, dancers, musicians, stagehands and other help around the theatre. And remember, I'm only talking about musicals. I understand that at least a dozen dramatic shows are ready to go into rehearsal as soon as dough is available for the necessary bonds and production expenses.

Who would suffer? Nobed I know of successful the formation of the stage of the successful the succ

Who would suffer? Nobody I know of, except possibly a few chiselers who are stashing away dark-of-the-moon money in their vaults—little, if any, of which ever shows up on their income tax returns.

Respectfully,

Billy Rose.

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Show Biz on Continent Blooey, Sez Lou Walters

"There's more show business in New York than there is on the whole Continent," declared N. Y. Latin Quarter operator Lou Walters, on his return from Europe on the Ile de France, Friday (19), the Ile de France, Friday (19), after a eight-week stay. From a quality standpoint, the entertainment industry in America is way ahead that of Europe, Walters stressed. On this trip he didn't visit England and the Scandinavian countries.

visit England and the Scandinavian countries.

"The semblance of life that Continental show business has is given by U. S. acts. The Lido, Paris, for example, has American acts, and it's a good show," Walters avers. "The four hours of 'Folies Bergere,' 'he continues, "is repetitious, and costumes are not so good. In the smart spots such as the Casino at Monte Carlo, the best-dressed women were either American or English. Even the style shows by some of the leading designers, had ornamental rather than useful costumes." At one show, Walters pointed out, 'one of the models fell and two men had to get out on the floor to help her get up—the gown was that unwieldy."

In Italy, Walters said, he was invented to the process.

the gown was that unwieldy."

In Italy, Walters said, he was urged by natives to catch a terrific, but otherwise unidentified colored act in suburb of Rome. After weeks of seeing second-rate shows, he went and was rewarded by a really sensational turn—the Nicholas Bros., a well-known Nicholas Bros., a American standard.

American standard.

The only item that Walters wanted to import was a ballet company, the Roland Petrie troupe, which legit impresario Lee Shubert dissuaded him from signing. He later learned that Arthur Lesser pacted the outfit and the troupe will be presented this season in a Shubert house.

Walters declared that he really.

U.S. FILMITES' JOB FOR HOMELESS IN ECUADOR

Quito, Ecuador, Aug. 23.
Yank film reps here and the
U. S. Dept. of State joined forces
last week to provide entertainment
on an emergency basis to the 300,
000 Ecuadorians made homeless by
the fierce earthquakes that shook
the Ambato area 70 miles south of
this capital city. American film
men donated all the 16m feature
prints they had in stock and the
State Dept. provided portable
projectors and generators to send
free outdoor shows to the distraught and suffering populace.
With all electric power out and Quito, Ecuador, Aug. 23.

With all electric power out and rtually every building in the With all electric power out and virtually every building in the area down, the State Dept.'s mobile projectors were on the job two days after the quake hit. They continued to operate through the week. In addition to features, they showed the Dept.'s health shorts on steps to be taken to avoid dangers from impure water supply and other hazards.

Jack Connelly. State Dept.'s

Jack Connelly, State Dept.'s newsreel rep from New York, flew here to supervise coverage of the quake scenes.

suitable talent either for his nitery or in theatres, but found little that was suited for his purposes. The femme singers he said, imitate Edith Piaf and Lucienne Boyer—the males pattern themselves after Maurice Chevalier and Charles Trenet. As for dancers, there was nothing outside the ballet.

nothing outside the ballet.

Walters reported there are many major cities without any semblance of show business, and that at the height of the tourist season Venice, Florence, Padua, Milan, Marseilles, Rouen, Calais and some others had little to offer except occasional vaudeville troupes.

The Latin Queston impressifit.

troupe will be presented this season in a Shubert house.

Walters declared that he really to get back to New York—where put on an intensive search for he can see some talent.

FILM B.O. HITTING HOT PACE

L. B. Mayer's V.P. Title Prelude To NEW RELEASES British Filmites, Softened Up By Possible Divorcement of Loew's?

Election of Louis B. Mayer totarist vice-president of Loew's, Inc., last week was seen in some trade circles as a prelude to possible divorcement. Should the break come, appointment is said to clear the way for Mayer to become prez of the producing-distributing end, while Nicholas M. Schenck heads up the theatre company.

This was given as the explanation why Mayer, for the first time in his 25 years with the company, has accepted a corporate post. Previously he has always been in the position of a paid employee, although he has participated in profits.

previously he has always been in the position of a paid employee, although he has participated in profits.

By taking the post of "first v.p.," it is reported, he is in the logical position for a natural stepup to prexy if and when divorcement becomes final and Schenck chooses to stick with the theatres rather than with the less lucrative producing-distributing division.

Another reason for the election of Mayer to the vice-presidency was said to establish him publicly as top man at the studio. There has never been any doubt within the organization that he holds that spot—as he has for a quarter of a century—but since Dore Schary was named production chief last year there has been Hollywood gossip as to the reltaive standing of the two men in the Metro heirarchy. This definition of duties is understood to have been one of the things that held up inking of Mayer's new pact for a considerable time. The announcement of its signing last week left no doubt as to Mayer's standing, aside from the v.p. appointment. It read:
"The announcement is made of the final signing of Mr. Mayer's new contract with the company. Mr. Mayer will continue as director of all M-G-M studio activities, as he has for the past 25 years. The board of directors of Loew's, lac., last week elected Mr. Mayer first vice-president. The term of his new contract is five years."

Col.'s 70-90% Terms For 'Jolson' Augur Record Distrib Take in N.Y.

"Jolson Sings Again" may pile up the highest distrib take of any film playing first time round in the film playing first time round in the New York metropolitan area be-cause of the pic's strong start and the unusual terms which Columbia closed with the Loew's circuit. Se-quel to "The Jolson Story" will hit every Loew's nabe theatre in N. Yy. day-and-date at advanced admis-

sions. Theatre chain has agreed to pay a scaled rental for its nabes starting at 70% for the first week and dropping 10% each week until a 40% floor is reached in the fourth stanza. As for Loew's State, Broadway showcase currently tenanting tha "Jolson" first-run, Col is collecting 90% of the take after the house nut is met.

secting 90% of the take after the house nut is met.

Film will not go directly into the Loew's nabe theatres after completion of the State run as originally planned. Because the Brooklyn Fablan-Fox follows the State, film will play several weeks in that house before the day-and-date run begins.

Cal. Here I Go!

Hollywood, Aug. 23.
California is still the home of the film industry but 15 of its pictures are being shot beyond the borders of the state, eight in foreign lands and seven on various locations in the U. S.

It is the largest number of out-of-state films in a number of years.

DuPont May B.R. EL in Exchange For Raw Film Deal

The DuPont interests may step in as the chief bankroller for Eagle Lion. Reportedly. Robert R. Young. controlling stockholder of Pathe Industries, El's parent company is talking a financing project with DuPont toppers which would involve a completed, three-way tieup with Pathe. Young has been diligently searching for added coin since the proposed deal with indie produced Edward Small fell through some weeks back.

While Young has been talking up the proposal with the Wilmington (Del.) industrialists, Robert Purcell, Pathe board chairman, has been on the prowl on the Coast. The DuPont interests may

been on the prowl on the Coast. Latter held a series of weekend huddles with big outside producers

(Continued on page 20)

HARRY COHN COOL TO PRODUCING ABROAD

PRODUCING ABROAD

Harry Cohn got in Friday (19) on the Ile de France and flew to the Coast Monday night (22) after several home-office powwows. The Columbia prexy's conclusions on producing abroad is, "In Hollywood you press a button, tell your staff what you want done and they get it done. In Europe a producer presses the same button, but the only difference is that he has to run out and answer his own bell, and get things rolling—the hard way." The film executive avers that producing abroad "is a case of throwing good American dollars after bad pounds, francs or lira; it's OK only for authentic background shots but not as any competition to Hollywood."

Cohn was glad he made the trip, however, because it enabled him to meet many key Columbialtes in Britain and on the Continent—men who had been 20 years with the company but to whom he was only a name on a letterhead.
Cohn and wife, the former Joan Perry, made the seven-week trek with the Arnold Grants (Grant is personal attorney for the Col prez). Mrs. Cohn flew back to Hollywood as soon as they docked in order to see their two children.

Skouras' McCloy Meet; Due Back Next Week

FULIS ARNALL MAY RUN
FOR GOV. AGAIN IN GA
While Gov. Ellis Arnall is cutting down other activities to give
more time to his duties as president of the Society of Independent
Motion Picture Producers, he may
wind up running for governor of
Georgia again next summer. He
said this week that he had been approached by some friends there to
become a candidate for the job
he once held.

"If they really want me—and it's
ab buil—Ill run," the free-swinglng ex-governor declared. "I know
how to beat that guy." "That

(Continued on page 20)

"Twentieth-Fox prez Spyros P.
Skouras has delayed his return to
the U. S. until next week. Ilc'll remain here in Paris until Friday
"Skouras wound up his business
last week with a whirlwind trip to
divulge the subject of their discussion. It is believed the confab had
something to do with operations of
whom to beat that guy." "That

(Continued on page 25)

PERKING BIZ

While grosses in the nation's the While grosses in the nation's theatres are generally running about 10% less than a year ago, the pick-up in business that started about July 1 is continuing, check of major and indie circuits by VARIETY reveals. Only time that the bo, has wavered since the tilt began was during the terrific hot spell that gripped much of the nation early this month.

More beartening to observers

that gripped much of the nation early this month.

More heartening to observers than the averaged-out returns in showing a renewed interest in pix by the public is the excellent biz being racked up by a number of films in recent weeks. Samuel Goldwyn's "Roseanna McCoy" (RKO) opened in about 100 situations to virtually sensational business last week, while Edward Small's "Black Magic" (UA), likewise in a widespread day-and-date preem, fared excellently. "Mighty Joe Young" had at that time already proved itself something of a sleeper, while other strong coingarnerers in recent weeks include "Look for the Silver Lining" (WB), "In tite Good Old Summertime" (M-G), "Home of the Brave" (UA) and "Rope of Sand" (Par). Coming up is "Jolson Sings (Continued on page 20)

Theatre Plans

United Paramount Theatres has United Paramount Theatres has earmarked millions of dollars to convert a large number of its houses to deluxe, longrun show-cases in the big and medium cities throughout the country. The new chain, which officially takes over the old Paramount circuit, Jan. 1, 1950, is committed to a policy of complete renovation of a flock of theatres recaptured from Par's erstwhile partners. Alm of the chain will be, according to a Par theatre exec, "to have the finest theatres everywhere."

Allocated for expenditure in Buf-

theatres everywhere."
Allocated for expenditure in Buffalo alone is \$400,000 within the next year. Of this figure, \$300,000 is being planked out to convert the old Hippodrome into a plush. longrun house which will book top grossers from many majors. Hip-

(Continued on page 25)

Reversals, Ready to Cry 'Uncle Sam'

This 'Hell' Is OK

Board of directors of the Motion Picture Assn. of Amer-ica has granted RKO a special dispensation for use of the ica has granted RKO a special dispensation for use of the word "hell" in a film title. Company will be permitted to use the label, "To Hell and Back," on a picture to be made from Audie Murphy's book of that title.

Studio is understood not yet to have closed the deal, however, for the yarn by the youthful war hero, who may likely appear in his story if negotiations are closed.

No Sidetracking Of Finneran Plan At Chi P.R. Meet

The majors will do nothing to sidetrack discussion of the Finneran Plan at the Chicago all-industry public relations conclave next week, Ned E. Depinet, chairman of the Motion Picture Association of America's community and exhibitor relations committee, declared in New York yesterday (Tuesday). Depinet group is sparkplugging the meeting at the Drake hotel next Tuesday and Wednesday (30-31).

"We have no idea of sidetracking

Wednesday (30-31).

"We have no idea of sidetracking discussion of the Finneran Plan or anything else that those attending the sessions wish to discuss," the RKO prexy said. "We are not running the meeting. It is being run by the participants and the agenda is for them to decide."

Depinet's statement, along with (Continued on press 20).

(Continued on page 29)

Pascal Still in Hosp

Pascal Still in Hosp
British producer Gabriel Pascal,
who was to have been released
from the Mayo Brothers hospital,
Rochester, Minn., last week, will
remain there until after Labor Day.
He is said to be recuperating satisfactorily from two operations.
He was suffering from a tumor,
which the slicing has definitely established as being non-malignant.

American industry toppers are more confident now than at any time in the past two years that changes in favor of Yank films are on tap in England. Optimism is based on reports from a number of picture industry toppers who have recently returned from Britain, where they have had conversations with J. Arthur Rank. The financial jammering which

The financial hammering which Rank has taken both at home and abroad during the past year has had teling effect, they say. It has so reconditioned his thinking and so reconditioned his thinking and that of the British government re-garding films that the Americans feel the time is ripe for a silce in the quota and perhaps an increase in the \$17,000,000 which the companies may now remit from Eng-land.

Change in British attitude is so marked that American film men—who have consistently resisted previous efforts of the British to convene the Joint Anglo-U.S. Films Council—are now looking forward to the session scheduled for Long to the session scheduled for London in October. They feel that out of it may weil come the preliminaries to a sharp slash in the 45% quota, a possible increase in remittances and a generally more cooperative attitude by Rank and

(Continued on page 61)

Chas. P. Skouras May Revive 20th-Fox's Bid To **Buy Into Canadian Odeon** Los Angeles, Aug. 23.

Los Angeles, Aug. 23.
Charles P. Skouras, head of National Theatres, accompanied by one of his chief aides, will go to England during the fail as a guest of British filmmaker J. Arthur Rank. It is likely that either Elmar C. Rhoden, Fox Midwest theatres topper, or Frank H. (Rick) Ricketson, Jr., head of Fox Inter-Mountain chain, will go along.
Ostensibly, twosome will make (Continued on page 25)

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Pictures
Radio Reviews
Records
Frank Scully
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Television Reviews
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National Boxoffice Survey Cool Temperatures Warm B.O.—'Magic' Takes Over First Place, With 'Feeling' Great Second

Continued cool weather in many

Continued cool weather in many key cities plus the fact that the long heat wave was broken in other sectors is spelling very big biz this session. Overall total gross for the 10 biggest pictures probably will reach the highest figure since last Easter.

"Black Magic" (UA) is fronting the pack, with launching simultaneously in more than 13 keys covered by VARIETY. While not big in three or four cities, it is leading in two spots and generally nice to big or smash. Smart, intensive bally is paying high dividends in several communities. "Great Feeling" (WB) is a close second in the national box-office sweepstakes although not sock in many spots.

"Slattery's Hurricane" (20th) is

many spots.
"Slattery's Hurricane" (20th) is

"Slattery's Hurricane" (201h) is copping third coin, with the storm meller doing much better than first time out. "You're My Every-thing" (20th) again is finishing fourth where it was last week. "Good Old Summertime" (M-G). second best last stanza, is winding up in fifth slot while "Lost Boundaries" (FC) has pushed up to

"Mighty Joe Young" (RKO) is taking over seventh position, "Silver Lining" (WB) is eighth, with "Anna Lucasta" (Col) and "Any Number Play" (M-G) rounding out the Big 10. Top runner-up films are "Great Gatsby" (Par) and Mighty Joe Young" (RKO)

"Great Sinner" (M-G), latter

"Great Sinner" (M-G), latter spotty.

Batch of new pictures, being groomed for extensive playdating Labor Day weekend, hint strong possibilities for the new fall season. "Jolson Sings Again" (Col) is outstanding with new all-time record at N. Y. Loew's State. "I Was Male War Bride" (20th) also tips strong potentialities on basis of initial sock week in L.A.; opens at N. Y. Roxy this week.

"Roseanna McCoy" (RKO) also looms as a smash winner based on extensive launching in Ohio, Indianna and Kentucky this round. It is pacing Cincinnati, Louisville and Indianapolis, being smash in all three. Terrific bally put the film over in all three spots.

"Yes Sir, That's My Baby" (U), still good on second Chi week, is fancy in Indianapolis and nice in Pittsburgh. "Blue Lagoon" (U), still good on second Chi week, is fancy in Indianapolis and nice in Pittsburgh. "Blue Lagoon" (U), given novel exploitation, is torrid in Washington. "Abbott-Costello Meet Killer" (U) also is shaping up judging from returns this week despite its long title.

"Brimstone" (Rep) looms nice in LA. "Scene of Crime" (M-G) shapes good in Philly. "Not Wanted" (FC) is sturdy in Cincy.

Reissue combo of "Dumbo"-"Saludos Anigos," from RKO, is doing nicely this week.

(**Complete Boxoffice Reports on Pages* 11-13).

Selznick, Wanger Held N. Y. Exhibition System Forced 'Em Into Unique Dual

Peculiar system of exhibition in fact that the Selznick Releasing fact that the Selznick Releasing Organization and Eagle Lion have no other strong product on their Immediate agenda, is given as the reason for the unusual deal last week by which David O. Selznick and Walter Wanger agreed to team "Portrait of Jennie" and "Tulsa" as a dual bill in the area.

"Tulsa" as a dual bill in the area.
Under the arrangement, SRO has taken over Wanger's "Tulsa" as the co-feature with "Jennie" and has given Wanger a guarantee of income for the territory. The pix will get equal billing when they hit the Loew's circuit at the end of September and then go into the subsequent loops.

to the subsequent loops.
Sidney G. Deneau, v.p. and general sales manager of SRO, is handling the circuit deals for both pix. "Tulsa" is being distributed by EL, while that company does the tail-end selling on "Jennie" and other SRO product, which provides the link between the two producers.

producers.

Both pix had Broadway runs, "Tulsa" at the Capitol and "Jennie" at the Rivoli. "Tulsa" stars Susan Hayward annd Robert Preston and "Jennie" Jennifer Jones and Joseph Cotten. Despite the "A" Broadway playing time and the marquee value of the casts, neither pic could get booking as a top feature on the Loew's circuit. No effort was made on the RKO chain.

Loew's Top Bid

Loew's Top Bid

Best that Loew's would offer to either producer was equal billing with another picture. That's not so bad financially as regards the Loew chain, but it can be disastrous in the subsequent New York circuits because of the odd booking situation in the territory. All the houses that follow Loew's and RKO use the same booking pattern as they do. That is, whatever pix are twinned on the two major circuits are similarly dualled in the subsequents.

This has led to a historical set-

This has led to a historical setup by which the subsequent circuits habitually pay percentage on
one and flat rental on the other
of the two equally-billed features.
Wanger and Selznick would thus
take a great chance of landing
in the flat category in the subsequents. That is obviated by their
making up their own dual bill and
divvying the percentage coin between themselves. Result of the
whole operation will be less coin
than each pic would get independently billed as a top feature,
but more than by taking a chance
of ending up as a flat.

The two producers are known

of ending up as a flat.

The two producers are known to be highly resentful of their inability to get top billing from Loew's, pointing to pix in that category from other studios which did less biz in their Broadway engagements and which did not have the cast names of "Jennie" and "Tulsa." Producers attribute their difficulty to the fact that they are indies and do not have a line of strong product in back of them to use as a lever.

MPSC HAS BUNIN'S 'ALICE' INSTEAD OF EL

Motion Picture Sales Corp., rather than Eagle Lion, will handle U. S. distribution of Lou Bunin's "Alice in Wonderland." Pic is a U. S. distribution of Lou Bunin's "Alice in Wonderland." Pic is a feature-length puppet version of the classic. It was made in Paris by an American production staff with French government financing.

with French government financing.

EL made a distribution deal with
Bunin for the pic about 18 months
ago and has had the film on its
shelf since the producer returned
from abroad with it last year. With
continued failure of the company
to send it into distribution, EL and
Bunin mutually agreed that EL
would step out, leaving the producer free to make another deal.

Bunin's arrangement with the

ducer free to make another deal.

Bunin's arrangement with the
Neil Agnew-Charles Casanave organization also calls for him to
make for its release a puppet ferture based on the "Barnaby" comic
atrip character. Rights to this were
optioned by RKO a couple years
ago when a stage play was concocted from the cartoon, but the
studio lost interest when the legiter flopped before getting to BroadN. 13.

Par's QT Finale

Par's QT Finale
Paramount is asking exhibs
who book the William Wyler
production, "The Heiress," to
admit no patrons during the
last seven minutes of the film.
Provision has been inserted in
licensing contracts in the form
of a suggestion rather than an
outright condition. Reportedly,
Radio City Music Hall where
the pic preems will follow the
suggestion.

Heiress" has something of a

Heiress" has something of a surprise ending on which the entire plot evolves, hence the Paramount suggestion.

Krim to O.O. European Setup for Indie Prod. By Chicago's Heller & Co.

In a revived interest in indie filmmaking, Walter E. Heller & Co. of Chicago, is now planning to give the European production production scene a thorough o.o. Arthur Krim, scene a thorough o.o. Arthur Krim, former prez of Eagle Lion and a partner in the industry lawfirm of Phillips. Nizer, Benjamin & Krim, has been commissioned by the Heller outfit to survey the Continent and to piece together a number of deals for production there if the project proves feasible. Chi firm wants to bankroll pix made in Europe in the English language by American indie producers.

Krim who originally intended to

American indie producers.

Krim, who originally intended to take his European junket as a vacation only, has a number of other commissions along similar lines. With his two years background as EL topper, he has had wide experience in promoting indie packages. He embarks for Rome some time in September.

Krim will be joined in Europe by Max Gordon, veepee in the Heller company. Trip which will probably take six-eight weeks will take the former EL topper to Italy, France and England France and England.

France and England.

Heller outfit several months back declared that it was henceforth out of indie film financing because the business had proved too risky. Hence, its current interest in European production represents a switch in its point of view. Severals weeks ago, company jointly with Ideal Factoring Co. foreclosed on Samuel Bronston's "A Walk in the Sun" in legal proceedings pushed in New York.

British Incensed At Israeli 'Sword' Film

Israell Sword Film
London, Aug. 23.
Universal's "Sword in the Desert." controversial film about the birth of the Israell state which was previewed in London yesterday (Mon.), has met universal condemnation by the British national press, with Lord Beaverbrook's sheets the most vitriolic. British censors, however, okayed the pic after three minor cuts were ordered. minor cuts were ordered.

however. okayed the pic after three minor cuts were ordered.

London Telegraph, in a typical comment, today (23) says: "It will be surprising to British audiences, at least, to see the unwonted harshness with which troops in the film treat civilians," and "certainly distasteful to watch British soldiers being killed by Jews in Palestine in the way depicted on the screen." The Evening Standard headlined the review of the film with a banner reading "U. S. sends us a film not for eyes of Britons."

Although no date for the film's release has been set, Ben Henry, U's-British chief, insists it will be shown. A rumor that important Jewish organizations are opposed to the film's exhibition proved unfounded.

HYPERION'S INGRID OLDIE

HyPERION'S INGRID OLDIE
Hyperion Films, outfit engaged
in distribution of features for
television, has swung into theatrical handling of pix. Hyperion,
headed by William Holland, has
closed for U. S. distribution of
"The Breakers," Swedish-made
film of 15 years ago which stars
lngrid Bergman.
Pic. under the title "The Surf,"
will be packaged with "Satin
Slippers," an opus on the Australian Ballet.

John Woolf Shifts To Ortus as Sales Head

London, Aug. 23.

John C. Woolf, co-managing director of J. Arthur Rank's General
Film Distributors, will join Ortus
Films and Orlux Films as the twin

Films and Orlux Films as the twin companies's sales chief when he quits GFD. Understood, Woolf will resign the latter part of next week. Companies are headed by indie producer John Sutro, who formerly was with Two Cities Films. Actor James Donald and Josef Somlo, erstwhile managing director of Two Cities, have joined the companies recently.

Par Fixes New **Releasing Setup**

Paramount is inaugurating a new Paramount is inaugurating a new releasing system to meet the heavier postwar demands made on prints. New system, applying to all of the company's 32 exchanges, goes into effect in November with the release of "Chicago Deadline" and "Red. Hot and Blue." From then on, Par is dropping the practice of setting specific releasing dates, except for designation by month, on all its product.

month, on all its product.

Plan was devised under supervision of Alfred W. Schwalberg, Par's distribution veepee, because of the rapid growth of drive-ins plus a sharp increase in standard-type houses since the war's end. Another factor which makes the changeover mandatory is the cut-ting of clearances throughout the U. S. with a resultant faster playoff of product.

All 32 exchanges honceforth will.

All 32 exchanges henceforth will be designated as either in the "A" or "B" zones. When two pix are released during the month, "A" exchanges will play one film during the first two weeks while the "B" exchanges are playing the second pic. During the last two weeks of the month. "A" and "B" exchanges then swap films.

then swap nims.

No reduction in the number of prints is contemplated. Par, however, wants to prevent a boost in total of prints required and is therefore launching into the new

Other sales execs have recently voiced concern over the big demand on prints because of hypoed market demands. It is believed the system, if it proves workable at Paramount, will be adopted generally in the industry.

N. Y. Collarites Picketing 'Jolson' Preem Ires Loew's

Irked by the white-collarite picketing of the "Jolson Sings Again" preem at the Loew's State, N. Y., last Wednesday, Loew's theatre vice-prexy Joseph R. Vogel put his publicity staff on the carpet last publicity staff on the carpet last week. Vogel warned the flack unit that if they persisted in the picket-ing. Metro would not write another pact with the Screen Publicists Guild under any circumstances, and would take even more drastic measures to cut the staff.

measures to curb the staff.

SPG execs, meantime, declared that a collarite strike in the home-offices "appeared inevitable."
Statement was made Monday (22) immediately following another futile bargaining session between the union and the major companies, including Metro. Repeating the pattern set by eight months of previous negotiations, the companies refused to budge in their stand against the union's demand for wage hikes and increased security provisions.

provisions,
SPG will hold a joint strike
strategy meeting with the Screen
Office & Professional Employees
Guild later this week. Latter
union, however, will hold off any
walkout action pending its own negotiations for a new pact. If
SOPEG's meeting with the majors
Aug. 30 proves unsuccessful, it's
likely that both guilds will join in
a strike.

GOING Henry Morgan

6 Yank Firms Voting Unit Rule In Britain See No Rank Reprisal

Van Loads of Fans

Van Loads of Fans
Little Rock, Aug. 23.
New complaint a gainst drive-ins is being voiced to major distribs by exhibs operating standard the atreshere. Charge of unfair competition is lodged against ozoners which charge \$1 flat rate on all cars regardless of the number of passengers and then permit trucks. Jammed the number of passengers and then permit trucks. jammed with customers, to drive in and view the show. That tactic, it is claimed, has resulted in patrons seeing pix at a 10c or a slightly higher scale.

Another abuse of the flat per-ear rate is charged. It is the practice of two cars hauling patrons who get in for the price of one. Just before

price of one. Just before reaching the ozoner, one car empties into the other, there-by reducing the \$2 nut to \$1.

'Theatre Guild' Plan To Push Foreign Pix In Lesser U.S. Arties

In Lesser U.J. Arties

Having closed deals with four
of the top foreign-lingo pic importers, newly-organized Community Cinema Corp. is shoving of
in the fall on an experimental
plan to book concert series of films
with sponsoring organizations in
small and medium-sized towns
throughout the U. S. New outfit
is headed by William Kayden with
Seymour Peyser of Phillips, Nizer,
Benjamin & Krim acting as general counsel. eral counsel.

Plan which may change the general outlook of foreign films in the U. S. is to seek sponsoring groups similar to the Theatre Guild. Community intends entering partnership deals with the civic units to divide profits of showings on a 50-50 basis. It will offer a choice of six films from total of 12 which Lopert Films, Siritzky International, Times Pictures and Irwin Shapiro's Film Rights International are delivering.

Four companies will share in profits with Community. Penetration is being sought in all towns where no permanent art theatres currently operate. Films will be booked either in 16m or standard 35m depending on facilities avail-Plan which may change the gen-

35m depending on facilities avail-

Outfit, according to Kayden, an-

Outfit, according to Kayden, anticipates concert series with 100-150 groups as a starter. Under the plan, civic group such as the Junior League would book the six pix to be played bi-weekly for the season. Some 25 groups have been established in preliminary work. Outfit is starting with a couple of fieldmen and expects to expand later if the scheme gets across. It is the first attempt by foreign film distribs to employ the concert plan to build grosses on celluloid imports in this country. Distribs are convinced that demand exists in smaller cities where no art theaters operate to meet the middle and upper crust appetite for non-English language films.

Monogram Going In For Color in '49-'50

Monogram, hitherto shying away from tinters, will make four films in Cinecolor for its 1949-50 program, with a likelihood of three more.

more.
Company's only Cinecolor production in the past was "Black Gold," released in 1947.

Directors Honor Robson
Hollywood, Aug. 23.
Mark Robson has won the Screen
Directors Guild's quarterly bestdirecting award.
It's for "Champion."

Europe to N. Y.

Madeleine Carroll Clifford C. Fisher Mae Frohman Hermione Gingold Nathan L. Golden Sam Pearce Bill Robson Oscar Serlin
Dorothy Steele
Gloria Stroock
Margaret Wycherley No reprisals from J. Arthur Rank as chief of the Odeon and Gaumont-British circuits, two of Britain's largest chains, are expected by the six American film companies that voted an extension of the unit rule in Britain. Rank, who clamped an unofficial boycott on American pix when the rule was first adopted last year, is now depending heavily on U. S. imports because of his greatly reduced production program.

With 20th-Fox counting itself out, Paramount, Metro, RKO, Warner Bros., Columbia and Republic have voted to extend unit booking to March 31. 1951. from a previous expiration date of April 1, 1950. Unit rule bars the playing of mixed British and American dualers in British theatres.

Although the rule is uniform for the entire United Kingdom it we

dualers in British theatres.

Although the rule is uniform for the entire United Kingdom, it was originally directed against Rank. The British magnate had been accused of using Yank pix to carry his own product in double-bills and paying top terms to the British films while relegating the American films to second-half-of-the-bill rentals.

inims while relegating the American films to second-half-of-the-bill rentals.

Rank's production plans cail for only 20-25 films during the '49-'50 season, an inadequate total to keep his theatres going. Against this total are the 60 films which he produced last year in the first bloom of the 45% quota act. Moreover, Rank was then drawing on a pile of reissues to fill his playing time.

When the unit rule was first passed, Rank made no secret of the fact that he considered it a violation of his understanding with American distribs. He, thereupon, refused to book product of those voting the plan for a number of months.

months.

Reports from England indicate that 20th, always close to the Rank interests, has a quiet guarantee of added playing time from Rank because of its stand against the unit rule. American distribs have not played the 55% quota limit on the Rank circuits. Twentieth, it is believed, will now get that maximum playing time, particularly because Rank will have more flexibility with the company's product and can combine it with some of his films.

nims.
Universal, Eagle Lion and United Artists have never joined the plan.
Warners and Metro customarily release on the Associated British circuit, leaving Paramount. RKO.
Columbia and Republic to deal with Rank.

L. A. to N. Y.
Brian Aherne
Eve Arden
Frank Borzage
Janet Cohn
Robert Emmett Dolan
Melvyn Douglas
Ray Evans
Matty Ecv Ray Evans Matty Fox Monroe Greenthal Raphael Hakim Jack Haley Charles Hunt Arthur L. Krim Kenneth Lambert Stanley Meyer Rudolph Monta Stephen Morris Rosemary Pettit Rosemary Petit Felix Prado N. Peter Rathvon Bo Roos Frank P. Rosenberg Joe Ruttenberg Joe Ruttenberg
George Sanders
David W. Siegel
Wayne Steffner
Martha Stewart
John Sutherland
Robert Taplinger
Edgar Van Blohm
Walter Wanger
William A. Wellman
Roland Young

N. Y. to L. A.

Harold Bowden Harry Cohn Humphrey Doulens Cy Feuer
Joe Friedman
Hedda Hopper
Elliott Nugent
David E. Rose
William L. Taub
Lou Walters

N. Y. to Europe Yvonne De Carlo Emil Lustig

NEW LIFT FOR 'OLD CUSTOMERS'

Sears Tells Pickford and Chaplin **UA Earnings Look Best in 5 Years**

United Artists in 1949 will prob-ably show its greatest profit in five years or more, prexy Grad Sears reportedly told owners Mary Pickford and Charles Chaplin last Friday (19). Sears is understood to have predicted a possible over-all net of \$300,000 to \$500,000 for the year.

all net of \$300,000 to \$300,000 to be year.

Prognostication was based on a large number of figures on income, operating cost, prospective grosses, etc., which the UA topper laid before his principals in a session in his office at the company's headquarters in New York. Chaplin and Miss Pickford both happen in and Miss Pickford both happen

headquarters in New York. Chiaplin and Miss Pickford both happen
to be east at the moment.

Sears is understood to have indicated that the domestic department, which is running up a very
strong earnings record currently,
will come through with more than
enough to counterbalance an approximately \$500,000 loss by the
foreign department. Domestic net,
it is hoped, will reach \$800,000 and
could hit \$1,000,000 if "Black
Magic," "Love Happy," "Mrs.
Mike," "A Kiss for Corliss" and
other product on the release schedule for the rest of this year comes
up to promise.

It is believed that the last time
UA operated in the black was 1946,

It is believed that the last time UA operated in the black was 1946, when it showed a net of about \$50,000. It reportedly came close to breaking even last year, but suffered through a very bad period during the first five months of 1949. When returns from "Champion" and "Home of the Brave" started appearing on its books, income took a spurt. Billings are said to have run as high as \$400,000 a week during some recent stanzas.

Net on the domestic operation reportedly now stands at about \$350,000 for the year. If the company can hold its present pace, it can easily beat Sears' prediction on the net. Film rentals are currently about \$600,000 ahead of last year, with costs \$200,000 less. Weekly operating expenses of the domestic department are running between \$70,000 and \$75,000 weekly.

Montague's Columbia Pix Convention Pitch Puts Accent on Showmanship

Accent on Showmanship
Chicago, Aug. 23.
Revival of showmanship in sclling Columbia Pictures product to both exhibitors and the public will be the main pitch of Abe Montague's address to the company sales convention tomorrow (Wed.) at the Ambassador East Hotel, Chicago. Col's general sales manager, who is presiding over the week-long conclave, is scheduled to say that "showmanship may have died during the lucrative war days, it now becomes an absolute necessity as a peace measure for the entire industry."
Pointing to Al Lebente America

Pointing to Al Jolson's tour of 18 New York Loew's theatres two 18 New York Loew's theatres two weeks ago during the advance cam-paign for Col's "Jolson Sings Again," Montague will describe it Again," Montague will describe it as 'one of greatest piece of show-manship in the history of the industry." The payoff for that stunt, according to Montague, was the biggest first 'day, in the Loew's State's 30-year history.

Stressing the need for distrib(Continued on page 20)

Garber Exits Nassour

Hollywood, Aug. 23. David S. Garber checked out of Nassour Studios after two years and a half as general manager and and a half as general manager and associate producer. During his stay on the lot he designed and supervised construction of sound stages and other buildings as well as helping with the production of the Abbott-Costello picture, "Africa Screams."

Before moving to Nassour Gar-

Before moving to Nassour, Garber was studio manager at Universal for 12 years.

Bottom Up for Kaye

Hollywood, Aug. 23.

Hollywood, Aug. 23.

Danny Kaye is considering an offer to play the role of Bottom in a remake of Shakespeare's "A Midsummer Night's Dream" in London.

Filming will start next May, with Michael Powell and Emerich Pressburger producing and Moira

burger producing and Moira Shearer as femme lead.

Small-UA 'Pard' Talk Now Cold

Deal for a partnership by Edward Small in United Artists, which the producer discussed with prexy Grad Sears some weeks ago, is understood cold. Talks were never more than vague at best and took place in the east when Small's deal to take over Eagle Lion fell

apart.

Plan discussed was similar to that by which Samuel Goldwn, David O. Selznick and Sir Alexander Korda all got their partnerships in UA. They were to be granted their shares in return for delivering a certain number of films for the company's release. In each case it was a method, as it would be with Small, for assuring the company a product supply.

films for the company's release. In each case it was a method, as it would be with Small, for assuring the company a product supply.

Goldwyn, Selznick and Korda all eventually had a falling out with the other partners and pulled away. In each case it cost UA money to get back the stock or make a settlement for the portion of it theoretically earned by the producer. producer.

producer.

Bad experience with this type of deal in which no coin is advanced for the stock interest naturally makes owners Charles Chaplin and Mary Pickford reticent about going into such an arrangement again. However, it is admitted that there would be less likelihood of a "personality situation" developing with Small than with any of the three previous producers.

Small, on his side, has a tough

Small, on his side, has a tough problem to decide in considering a UA partnership. It would mean that he himself would have to finance the pix he'd make for delivery to the company. He currently has an opportunity to line up with Columbia on an independent basis by which that studio would put up all the coln for his pix. His profits wouldn't be so large, of course, as the potential from films with his own financing—plus the bonus of the UA stock—but he'd be taking no risk whatsoever. The question which he must decide, of course, if he is to continue with the UA negotiations is whether the potential profits are worth the risk. to decide in considering tritership. It would mean himself would have to fine pix he'd make for deo the company. He curias an opportunity to line a Columbia on an indebasis by which that studies an opportunity to line a Columbia on an indebasis by which that studies are worth the columbia on an indebasis by which that studies are worth the columbia on an indebasis by which that studies are worth the columbia on an indebasis by which that studies are worth the columbia on an indebasis by which that studies are worth the columbia on an indebasis by which that studies are worth the columbia on an indebasis by which that studies are worth the columbia on an indebasis by which that studies, which will be coin for each production, including the productions, line, which the producer set up as successor to Screen Plays Corp. Church puts up the coin for each production, including the productions, line, which the producer set up as successor to Screen Plays Corp. Church puts up the coin for each production, including the new Stanley Kramer Productions, line, which the producer set up as successor to Screen Plays Corp. Church puts up the coin for each production, including the new Stanley Kramer Productions, line, which the producer set up as successor to Screen Plays Corp. Church puts up as successor to Screen Plays Corp. Church puts up as successor to Screen Plays Corp. Church productions, line, which the productions, line, which will be distributed by United Artlsts to clean up (Continued on page 20)

M-G Resumes Selling

William F. Rodgers, Metro's distribution veepee, entrains for the Coast Sept. 9 for a series of studio confabs. While in Hollywood, Rodgers is expected to meet with M. A. (Mike) Naify and Joseph M. Schenck to review final details on Metro's new deal with the Golden State circuit. After selling away from the chain for almost three years, M-G recently closed the gap.

Rodgers plans to return east be-

Rodgers plans to return east be-fore Sept. 19, when Metro's second executive trainee course gets going. Metro sales topper will also attend the Theatre Owners of America's national convention in Los Angeles

national convention in Los Angeles during his Coast stay. Rodgers leaves New York over the weekend to attend the indus-try public relations meet in Chi-cago but returns east before head-ing for the Coast.

TO SOFTEN BIDS

Major distribs are hypoing the practice of splitting product be-tween rival theatres in an effort tween rival theatres in an effort to tone down the harsher effects of competitive selling. Practice of dividing films between competi-tors has been steadily growing for the past year and is expected to displace the bid system in many displace the bid system in many situations, according to distrib top-pers. Big question is whether the splitting of product will stand up before a legal challenge which is likely to be raised in the near

splitting of product will stand up before a legal challenge which is likely to be raised in the near future.

According to a number of sales execs, splitup of product is the answer to the cry raised by many exhibs that the latest Federal court decision, ordering complete divorcement, will spell doom of indies. That protest was last raised by Herman Levy, general counsel of the Theatre Owners of America, who predicted that the theatre-by-theatre selling without discrimination meant bankruptcy for a flock of "old customers."

As an instance of the new trend, a sales biggie for Universal told VARIETY that the company would henceforth split product "whenever we find that there is real competition in a situation and adanger that the financially-stronger rival is going to drive out his competitor by bidding more than a picture is actually worth."

"We're not fooled by the prospects of a fast buck on one or two films from any particular house," this exec added. "We realize that in the long run our company will be the loser if one of the theatres is forced to shutter because it cannot meet competing bids. When the danger (Continued on page 25)

Kramer Casts New Bankroller Strictly On a Hands-Off Basis

Hollywood, Aug. 23.
With success of his "Champion" and "Home of the Brave" putting Stanley Kramer in the unusual position of being able to cast his angels, producer has tled up with a money syndicate headed by Bruce Church, a Salinas, Cal., produce tycoon. Church had previous film connections through an investment in Motion Picture Centre Studios, where Kramer works.

SPLIT PRODUCT Hughes Seeks Delay on Divorcement; Calls Off RKO Theatre Dickers

Hal Wallis' Six

Hollywood, Aug. 23.
Start of "Obsession" in December will make a total of six productions for Hal Wallis in 1949, the most he has made in any one year since he hooked up with Paramount.

mount.
Completed Wallis pictures are
"Rope of Sand," "My Friend Irma"
and "The File on Thelma Jordan."
Currently filming in Italy is "September." Slated for a November start is "The Furies."

MPAA Looks Set To OK 'Outlaw'

Agreement has been reached between attorneys for Howard Hughes and the Motion Picture Assn. of America by which a Production Code Administration seal will be granted to Hughes' "The Outlaw" when it is submitted for approval soon. Arrangement followed the revision of certain advertising on the picture to which

lowed the revision of certain advertising on the picture to which the MPAA objected.

Under the agreement, the producer's multi-million dollar, triple-damage anti-trust suit against the MPAA, growing out of its revocation of the PCA seal on "The Outlaw," will not be withdrawn. It is understood, however, that the suit, now pending in N.Y. federal district court, will not be pushed if no further difficulties are encountered.

if no further difficulties are encountered.

Changes in the advertising and acceptance of the seal will be without prejudice on either side regarding the suit or other matters extraneous to the picture itself, it was agreed. Arrangement was made following months of negotiation by Hughes counsel, Milton Diamond, of the firm of Polctti, Diamond, Freidin & Mackay, and Judge Sam Rosenman, special (Continued on page 61)

ASTAIRE AND SKELTON **AS KALMAR & RUBY**

Hollywood, Aug. 23.

Hollywood, Aug. 23.

"Three Little Words," film biog of the songwriting team of Harry Ruby and the late Bert Kalmar, will start rolling at Metro in October with Fred Astaire in the role of Kalmar and Red Skelton as Ruby. Pic will follow in the wake of "Look for the Silver Lining," Warner Bros. filmusical for which Ruby and Kalmar wrote the story before the latter's death in 1947.

Ruby,meantime, has put the finishing touches on his legit musical, "Pull Up a Chair." Oscar Hammerstein II had suggested some revisions in the script which he has now incorporated.

Par, 20th, U Continue Retiring Stock Shares

Retiring Stock Shares

Retirement of outstanding common and preferred stock was pushed further in the past 30 days by three majors—Paramount, 20th Fox and Universal. Par, the most active in the field, pursued its policity of picking up outstanding common with the further acquisition on with the further acquisition on the Brave" to Loew's Victoria, it N. Y., yesterday (Tues.) was denied Leo Brecher's Apollo, N. Y., in a ruling handed down by Judge Alexander Holtzoff in N. Y. federal court.

By selling "Brave" to the competing Victoria, the Apollo claims UA has violated the anti-trust laws since the latter house assertedly made a prior offer for the pic. In refusing the injunction, Judge Holtzoff pointed out that the plaintiff couldn't use the U. S. vs. Paramount decree as an argument since the judgment isn't a final one.

Hollywood, Aug. 23.
Howard Hughes, controlling tockholder of RKO, has instructed

Howard rugnes, controlling stockholder of RKO; has instructed RKO's attorneys to seek an extension of the Nov. 8 deadline for a splitup into two units and, meanwhile, has called off all bets on negotiating a sale of the RKO circuit. Apparently remapping his strategy, Hughes wants the final divorcement date postponed through a plea to the N. Y. federal court which will be made early next month.

The RKO application will be based on the claim that the deadline cannot properly be met without hurting the best interests of the two companies and stockholders. In this respect, the company's distribution end is reported to ers. In this respect, the company's distribution end is reported to have lost \$2,200,000 during the first 31 weeks of '49. In the same period, the theatre chain has earned \$2,500,000.

Reportedly, papers are in preparation by RKO's legal staff for the petition to the court. It is said that the company has approached the Government in Washington and that no strong objection will be raised to a reasonable posters. In this distribution

be raised to a reasonable post-ponement. Divorcement is a com-plicated proceeding which requires a mountain of tax and clerical Postponement of divorcement

Postponement of divorcement would also give Hughes added time to sell his interest in the RKO circuit. With the delay cooking, Hughes has announced that discussions with the Stanley Meyer-Cliff Work-Matthew Fox trio for purchase of his interest at 56 per share.

If the court turns down the Hughes appeal for a delay, it is understood the Meyer interests will attempt to resume negotiations (Continued on page 31)

St. John and Seidelman West: Rank Exec Pushes Joint Production Plans

Joint Production Plans

Earl St. John, one of J. Arthur
Rank's top production execs currently visiting the U. S., went into
high last week on his avowed purpose of promoting joint AngloAmerican production ventures.
Before shoving off for the Coast
Sunday (21) with Joseph H. Seidelman, Universal's foreign chief, St.
John plunged into confabs with a
number of major company toppers.
Among those with whom the
Rank biggie huddled were Ned E.
Depinet, prez of RKO, and Nate J.
Blumberg, Universal's top-kick.
Proposal for a number of RankRKO partner projects was made to
Depinet. St. John will seek a confab with Howard Hughes, RKO's
controlling stockholder and studio
head, while on the Coast. Rank
originally had a two-pic deal with
RKO, with one film still to go.
It is likely that Robert Benjamin,
head of Rank's U. S. wing, will
head for the Coast next week to
Join St. John. Latter intends discussing a number of scripts with
William Goetz, production chief for
Universal, as well as pursuing joint
filmmaking projects with other
companies.
Both Seidelman and St. John
will remain on the Coast.

companies.

Both Seidelman and St. John will remain on the Coast for two weeks before returning east. ter then embarks for England.

M-G's Triple-Threaters

Hollywood, Aug. 23.
Trend toward the concentration

Trend toward the concentration of authority in film production at Metro is indicated by the assignment of Norman Krasna to a triple chôre as producer, director and writer on "The Big Hangover." Krasna will also function as coproducer with Melvin Frank on "The Reformer and the Redhead" as well as functioning as director and writer.

Meanwhile, John Huston is assigned to a dual tob as writer-distance.

Meanwille, John Huston is assigned to a dual job as writer-director on "The Asphalt Jungle" and Richard Brooks is doing the same on "Ferguson."

DRIVE-INS DOMINATE CHI B. O., SEATTLE More and More 99.44% Pure STEADY AT '48 LEVEL; HARTFORD SOUND

With the over-population of drive-ins in this area, with many of them firstrun "A" spots, competition among the others is becoming increasingly keen. All offer titton among the others is becoming increasingly keen. All offer special inducements for the juvenile trade: kiddle rides, nurseries and other come-ons. Latest wrinkle, which is developing into a full-fledged trend, is the introduction of vaude acts, mostly flash attractions. In fact, one chain is thinking of using acts in all of its ozoners.

ing of using acts in all of its ozoners.
Midcity, Standard outery at Kenosha, Wis., is using one act starting next week. Competition house, Keno, operated by the Pappas family, has added another act, a strong man, in addition to a high pole stint. Strong man is also pulling an auto down the main part of the nearby town in advance of the show. While all the acts booked so far are sight in nature, it's possible they'll use more standard vauders. Pete Pangoas, head booker of Alliance circuit, has set several fair-type acts for the Marion, Ind., drive-in and, if successful, will use similar policy in seven other open-airers that chain operates.

While most of the outeries have not turned to bingo and other forms of chance, regular giveaways on smaller scale have popped up in several midwest locations. Most of the giveaways have been used, how . in conjunction with openings rather than regular policy.

Seattle Settles Down: Grosses on Par With '48

Seattle, Aug. 23.

Business in this area compares favorably with a year ago, although running a little below grosses registered during the corresponding period of 1948. The downward runn which details in the company of the company of the state of the company of the state of the company of the state of the company of the company of the state of the company of the compa period of 1948. The downward curve which started from the high of the war boom days, has been dipping every year, but now ap-pears to be leveling. Hence show-men view the present trend as sat-isfactory, indictations pointing to isfactory, indictations pointing to stendier take the remainder of the

Last year the town was hurt by the long-drawnout Boeing strike, where the biggest payroll gets its spending money. This year the sitspending money. This year the situation there finds labor peace, and the payroll at the all-time high of 25,000, or several thousand higher than wartime peak. But this is off-set for theatres and indoor amusements by the warm weather, the beat driving many to the resorts, again the reverse of last year, when cold, rainy summer prevailed. So its the weather vs. employment, in comparing the two years, with the result about even. result about even

Television affected b.o. but little as yet, there being too few sets in the area (around 16,000). Of course even this percentage having sets means that some do stay home on occasions.

Drive-ins have also cut in to for the drive-ins have also cut in to some extent, on regular theatres, for the drive-ins have been getting nice crowds. With four such "theatres" near Seattle, some of the downtown and suburban patronage is absorbed by them. No more building of drive in reported by is absorbed by them. No more building of drive-ins is reported as building of cirve-ins is reported as the strategic situations appear pretty well built-up. Clearances are said to be about the same as for regular theatres, dependent on ad-mish prices and locations. Rentals are generally more favorable, though

though.

Aside from the usual pony rides, one or two new ideas have been introduced. One is at the Snow-King near here, where vaudeville acts are presented. These go on prior to darkness. With daylight saving here, this innovation is considered smart showmanship.

Aurora Drive-in, just north of Scattle, tried for goodwill by giving the "house" for a Christian Science lecture Sunday afternoon, these being the top extra-curriculars.

oncessions, Concessions, candy, etc., are holding steadier than is b.o. in noiding steadier than is b.o. in comparison. There are no new ideas and no giveaways noted in the area. Ace theatres merchandise their wares of this type in most approved and modern methods. Five minute intermission periods

Opinion is that general quality of pictures is better this year. Length of runs is about the same. There

Running Time

It's a cinch one thing the theatre men will like about the new Jolson picture, "Jolson Sings Again," is the running time, 96 minutes. The first one, "The Jolson Story," ran 128.

Of course if you could read

ran 128.

Of course, if you could read an exhibitor's mind his idea of a reasonable running time would be "Gone With the Wind," in 75 minutes.

is no decrease in duals, in fact, they are the dominant rule. Boxoffice pictures are the good ones, regardinates of their being grand opera or horse opry. No particular trend has been noted except that subject matter formerly taboo is now being with results thus far okay

used, with results thus far okay. In this category are pictures like "Snake Pit," "Home of Brave" and "Unwed Mother."

Showmen are reluctant to even consider any price reductions. There is no shuttering of houses, in spite of the warm summer. Exploitation has been running pretty much in the groove as has newspaper, radio and billboard advertising. In these respects the policy has always been to keep on the beam.

Daylight saving, in vogue again this summer, wasn't resisted by showmen, as it was considered futie to protest, although it does hurt the take. Outdoor amusements aren't getting any better support this year than formerly. In fact baseball attendance is down. Midget raeing crowds are also not up to par. Nearby lakes and resorts have been doing better biz this year. But reservations at resorts haven't been as difficult as in recent years.

Hartford B.O. Hinges On Fall Industrial Revival

Hartford, Aug. 23.

The state of the film business in this immediate area is on fairly solid ground. Although business is off from 5% to 25%, depending on the location of the individual house, the operators are way ahead of pre-war days in both take and attendance. However, unless there is a fall pickup in industrial activity, there will be a good drop encountered.

Four reasons exist for the drop

ity, there will be a good drop encountered.

Four reasons exist for the drop in attendance to date. First is drop in purchasing power. For over a year, there has been a decline in industrial activity with a coinciding drop in employment. Second, with the decrease in employment, there has been a population shift of war time workers and others to places of industrial activity or to home terrain. Third, there is a tendency for decreased theatre attendance on the part of regular patrons.

Actually the above three reasons can be rolled into the one big reason—namely, a reduction in purchasing power. Another reason set forth is the lack of good pictures. Theatre managers openly admit that the calibre of pictures this season has been off and public is showing its resentment by decreased attendance.

Survey shows that the least hurt at the b.o. are the downtown thouses. They are about 5% off

at the b.o. are the downtown houses. They are about 5% off from a year ago. Hardest hit are the neighborhood houses. Those are off up to 25%. Those in the factory districts are off slightly hours. The theater managers.

factory districts are off slightly more. The theatre managers started crying the blues here some rix months ago. With television out of the entertainment picture in this area for at least another two years, local theatres will have no competition from that department for a while.

Drive-ins are doing well. There are two in the immediate neighborhood with a capacity of about 1,500 cars. They have cut into the regular theatre business. Two additional drive-ins are stated for this ditional drive-ins are stated for this both on main roads north of

area, both on main roads north of Hartford,
There is some construction of fixw houses hereabouts. In East Hartford, a deluxe 600-scater is cut to open its doors shortly. At Morwich a deluxe 1,400-seat firm of a cut into operation last month. Construction prices are about the

concentration in that field. Fire laws prevent full utilization of space for candy canteens.

Last year pictures had a better or longer run than this. There is very little holdover this sesh. Picture prices show no indica-

tion of coming down.

One important competitive fac-tor is night baseball. When Hart-ford Chiefs are in for a home game, Hartford theatres suffer. Also on the nights of big boxing

Kentucky B. O. Running 25% Behind '48 Pace

LousivIlle, Aug. 23.
Theatre business in this border state is 25% off from a year ago, as of the present moment, and about half of this slump has come in the last six months. The state about half of this slump has come in the last six months. The state does not have many large cities, and the population is predominantly rural, but the 25% figure will be close, whether it is a city house or the only one in a small town. Only TV operation in the state is WAVE-TV in Louisville, and so

IS WAYE-TV In Louisville, and so far reports are absolutely no affect on biz from the TV operation. Type of TV fare now being shown is of low calibre, old films and low-grade live shows. But if co-axial cable comes through, whereby top talent can be piped in from New York

Prices Falling On Film Yarns

Hollywood. Aug. 23. Price of story properties is com-ing down, along with film produc-

ing down, along with film produc-tion budgets.

Since the first of the year Para-mount has bought 16 stories and plays for \$927,000, an average of \$58,000, a sharp decline from pre-

Solutions, a sharp decline from previous years.

Only three of the 16 were in the six-figure class. These were "Detective Story." \$280,000; "The Greatest Show on Earth." \$250,000, and "Father Goose," \$100,000.

P.S.—It's Now Back to Its Original 'Red Danube' Tag

Mental twists and throes that a m company can suffer before Mental twists and throes that a film company can suffer before finally fixing a label on a pic was played out in spades this week by Metro. It took a direct order from Louls B. Mayer, studio chief, to nail down the name "The Red Danube" for Metro's forthcoming release after every branch of the company played switch-the-title for a lengthy stretch. Name, incidentally, was the first that the pic had.

devially, was the first that the pichad.

Culver City lot had dubbed the Carey Wilson production "The Red Danube" while the film was being lensed. When the print reached the h. o., sales dept nixed the label because it was felt that the name gave the impression of a European film with political overtones. Since anti-Red films have not scored notably, sales staffers viewed the title as b.o. poison.

Studio then suggested "The Case of Mary Buhlen" to which the distrib wing tentatively agreed. When that title reached Metro's flackery, however, a minor revolt occurred. M-G's h.o. publicists drafted a petition to change the title again because of a feeling that it would not go over with the public. "Buh'en" tag was then dropped.

Instead, sales dept. ordered a survey of a cross-section of the public with 40 professional poll-sters handling the project. Those quizzed were asked to choose from four titles, "Crossroads," "The Whirlwind," "No Escape" and "The Red Danube."

"Crossroads" won hands down and an announcement of title change was released. On second

"Crossroads" von hands down and an announcement of title change was released. On second thought, it was felt that the tag had little or no connection with the pic's story plot. Mayer then intervened to restore the original 'abel.

Construction prices are about the 'abel.

Title of the novel from which Although most houses have canthe film was adapted, incidentally, was "Vespers in Vienna."

Recent pronunciamento by Abram F. Myers, Allied States exhib association board chairman, that the industry must clean up its product to get better ratings from the Legion of Decency was met head-on this week by a statement from the Motion Picture Assn. of America. It presented lengthy quotes from spokesmen for leading women's organizations to show that "Hollywood is turning out more films suitable for general family entertainment than ever

more films suitable for general family entertainment than ever before."

While neither Myers nor his recent statement were mentioned by the MPAA, refutation included a quote from Mrs. James F. Looram, of the Legion of Decency. She said that "in the past nine months we have been able to recommend 75% of the Hollywood product as meeting our standards of decency and wholesomeness." Others quoted were Mrs. Jesse M. Bader, national chairman of the Protestant Motion Picture Council; Mrs. Dean Gray Edwards, chairman of the motion picture committee of the General Federation of Women's Clubs, and Mrs. LeRoy Montgomery, chairman of the motion picture committee of the Daughters of the American Revolution.

Myers stated that with attendance on the downgrade "it's sheer folly recklessly to ignore the Legion's standards." Calling for "serious pledges of reform to build up industry good will on the solid rock of public confidence," Myers said it was no answer that a picture rated "B" or "C" by the LOD had been successful, since "If given an 'A' rating it might have been more so."

Long Interval Between B'way, H'wood **Productions Cool Off Pix on Legiters**

Philly Judge Denies inj. Vs. Majors on Clearance

Vs. Majors on Clearance
Philadelphia, Aug. 23.
Judge George A. Welsh. in U. S.
district court, denied a petition for
an injunction sought by the City
Center Theatre Co. to force eight
major distribs and producers to
knock off the 28-day clearance for
its new City Center theatre, which
opens tomorrow 124).
The complainants asked for the
injunction in an effort to obtain
first-run key rights to feature films.
Morris Wolf, counsel for the defendants, told Judge Welsh all
films had been offered to the City
Center Theatre Co. on a competitive basis against neighboring Upper Darby, Pa., houses, but the ofper Darby, Pa., houses, but the of-fer was refused. While the judge denied the injunction, he said he wanted time for further study of

Progress in Non-Flam Film Footage Augurs Big Savings on All Fronts

Steady reduction in the price of acetate (safety) non-inflammable film is being pushed by Eastman Kodak with the cost of the newly-developed rawstock now slashed to only it per foot above that of standard nitrate stock. Latest reduction was now here. standard nitrate stock. Latest reduction was pushed through last week. In the past six months, since EK first marketed the non-flam celluloid, price has been whitted from an initial .4c per foot birther than primtie.

tled from an initial .4c per foot higher than nitrate.

Of its total output of motion picture stock, EK is now turning out 35% in safety stock. Within two years, entire output will be converted to acetate from the nitrate base. Under an agreement with EK, majors are committed to take all the acetate produced by the Rochester firm.

Once the changeover is com-

the Rochester firm.
Once the changeover is comthe Rochester firm.

Once the changeover is complete, industryites predict something of a revolution in the shipping of film and building of theatres. Fire insurance rates will be drastically cut, it is said, and theatres can be built without elaborate fire precautions now used. Exchanges, moreover, can switch to standard office buildings. In this respect, it is noted that several cities including Boston and Washington bar exchanges in buildings of more than one story.

Prints, both nitrate and safety, are still being shipped in heavy metal containers. No switch will be made to lighter and cheaper packaging until the conversion to safety prints is complete. Precaution is being taken to avoid the dangers of mixing up the two types of prints while in the transition period.

Safety film is currently selling at \$13.656 per 1,000 feet.

Long wait before a picture made from a hit legiter can be released is proving almost as much a damper currently on Hollywood interest in Broadway plays as the high prices set on screen rights. Studios are being very wary of what 20th-Fox production topper Darryl F. Zanuck said recent was "gambling on the state of business two or three years hence."

three years hence."

Legit producers understandably do not want a film killing off a play's income before it is completely milked. That means that a combo of the Broadway run and road companies of a solid smash may result in a delay of 24 to 36 months or even longer between the New York opening and the time the legit producer would want to face his live actors with celluloid competition.

face his live actors with celluloid competition.

When picture b.o.s were definitely on the upswing, studios weren't concerned too much about the wait. As a matter of fact, with prices on the uptrend, a play might be considerably more valuable by the time the pic was released than when the property was bought. Now, however, studios hesitate to take a chance not only on the state of the film biz, but on the economic situation in general. With several hundred thousand dollars or more involved, the value of the dollar in 1951 or 1952 may make a lot of difference.

A number of plays have had such

A number of plays have had such long runs that despite the cold storage periods insisted on by the storage periods insisted on by the producers, the pictures come along and overlapped them. Among such have been "Tobacco Road." "Life With Father," "Tomorrow the World" and, most recently, "Command Decision." It is genefally agreed that the touring companies have been hurt by the pix, but that the New York run may or may not be affected. Sometimes the film will come onto Broadway and off without a noticeable flutter in the legit gross.

without a noticeable flutter in the legit gross.
On the latter basis there have been some efforts by the picture companies to convince producers that they ought to cut down on the waiting periods they demand. Most have not taken the bait, however, particularly Richard Rodgers and Oscar Hammerstein II. who go to the extreme of put selling their I. who go to selling their the extreme of not selling their stage properties to pictures at all because they feel they a have a greater potential value as touring flesh musicals for years to come.

Col-Vidor Battle On Contract to L.A. Court

Los Angeles, Aug. 23.

Los Angeles, Aug. 23.

Legal feuding between Charles Vidor, film director, and his Columbia boss, Harry Cohn, is on again, although latter has been in Europe. This time Columbia at \$13.656 per 1,000 feet

RKO Sets Rachmil

Hollywood, Aug. 23.

Lewis Rachmil is the fourth new producer signed by RKO since Howard Hughes took full production charge. Rachmil reported to the studio Monday (22).

Other producers signed within the past two weeks are Warren, Duffy, John Houseman and Alex Gottlieb.

Lesa feuding between Charles Vidor, film director, and his Columbia will be vidor, film director, and his Columbia boss, Harry Cohn, is on again, although latter has been in Europe. This time Columbia to suspend him and withhold his \$3,000 weekly salary.

Studio suspended the director last Aug. 5, charging him with fail-to contract with Vidor and its right to suspend the director last Aug. 5, charging him with fail-to contract with Vidor and its right to suspend the director last Aug. 5, charging him with fail-to contract with Vidor and its right to suspend the director last Aug. 5, charging him with fail-to contract with Vidor and its right to suspend the director last Aug. 5, charging him with fail-to contract with Vidor and its right to suspend the director last Aug. 5, charging him with fail-to contract with Vidor and its right to suspend the director last Aug. 5, charging him with fail-to contract with Vidor and its right to suspend the director last Aug. 5, charging him with fail-to contract with Vidor and its right to suspend the director last Aug. 5, charging him with fail-to contract with Vidor and its right to suspend the director last Aug. 5, charging him with fail-to contract with Vidor and its right to suspend the director last Aug. 5, charging him with fail-to contract with Vidor and its right to suspend the director last Aug. 5, charging him with fail-to contract with Vido



THIS FACT IS Paramount:

THE 3 TOP BOXOFFICE ACTORS ARE



Bing Crosby
Alan Ladd
Bob Hope



(Boxoffice Barometer Exhibitor-Poll)

There's No Waiting! Paramount's Now Dating

2 Smash Gold Rush Shows from Each of the 3 Top Male Stars!

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Plan on their coming hits without delay! Play their current hits right away!



"CHICAGO DEADLINE" is the bait you want to date for the Armistice Day crowds. This is the biggest story excitement for Ladd since "This Gun For Hire."

"CHICAGO DEADLINE" storring Alon Lodd and Donne Reed, with June Havoc, Irane Hervey, Arthur Konnedy Produced by Robert Fellows » Directed by Lewis Allen Screenplay by Warren Duff » Based on a Story by Tiffeny Thoyer



"THE GREAT GATSBY" currently rated "A superior film" by Louella Parsons in Cosmopolitan, is currently doing superior Ladd business in key dates everywhere.

"THE GREAT GATSBY" storring Alan Lodd, Betty Field, Macdonald Carey, Ruth Hussey, Barry Sullivan, Howard De Silva, with Shelley Winters • Produced by Richard Malbaum • Directed by Elliott Nugent • Screenplay by Cyril Hume and Richard Malbaum • From the novel by P. Scott Fitsgerald and the play by Owen Davis

"IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST SHOW IN TOWN"



"TOP O' THE MORNING" celebrates Paramount Week, Sept. 4-10. Barry's back with Bing to make it 3-iu-a-row for the "Going My Way." "Welcome Stranger" team.

"TOP O' THE MORNING" starring Bing Crosby, Ann Blyth, Barry Fitzgerald, Hume Cronyn • Produced by Robert I. Welch • Directed by David Miller • Written by Edmund Beloin and Richard Breen • Lyrics by Johnny Burke • Music by James Yon Heusen

"A CONNECTICUT YANKEE" in Technicolor, is delighting fans everywhere. If you haven't played it, get it now. It's Bing's biggest romance-and-song show.

Mark Twain's "A CONNECTICUT YANKEE In King Arthur's Court" Iterring Bing Crosby, Rhonda Fleming, William Bendix, Sir Cedric Hardwicke with Murvyn Yye, Virglnia Field, Henry Wilcoxon • Color by Technicolor • Produced by Robert Fellows • Directed by Tay Garnett • Screenplay by Edmund Beloin • Lyrics by Johnny Burke • Music by James Yan Heusen



"THE GREAT LOVER" is now being wrapped up at the studio for Christmas delivery to you. Paramount spaces release dates right, for a star-eager public.

"THE GREAT LOVER" starring Bob Hope and Rhonda Fleming, with Roland Young, Roland Culver, Richard Lyon, Gary Gray • Produced by Edmund Beloin • Directed by Alexander Hall • Written by Edmund Beloin, Melville Shavelson and Jack Rose



"SORROWFUL JONES" has matched or surpassed "Paleface" just about everywhere. Hope's hotter than he's ever been—in this famous Damon Runyon yarn.

Damon Runyon's "SORROWFUL JONES" storring Bob Mope and Lucille Ball, with William Demorest, Bruce Cabot, Thomas Gomez, and Introducing Mary Jane Saunders - Foreword narrated by Walter Winchell Praduced by Robert L. Welch - Directed by Sidney Lanfeld - Screenplay by Melville Shavelson, Edmund Hartmann and Jack Rose - Adopted from a Story by Damon Runyon and a Screenplay by William R. Upmgn, Same Hellman and Gladys Lehman

ALSO RELEASED IN 1949

These Star Hits With These Hit Stars!



"THE HEIRESS" A William Wyler Production starring Olivia de Havilland, Montgomery Clift, Ralph Richardson, with Miriam Hopkins, Mona Freeman, Vanessa Brown, Selena Royle. Produced and directed by William Wyler. Screenplay by Ruth and Augustus Goetz. Based on their stage play.



"ROPE OF SAND" A Hal Wallis Production starring Burt Lancaster, Paul Henreid, Claude Rains, Peter Lorre, with Sam Jaffe and introducing Corinne Calvet. Directed by William Dieterle. Story and Screenplay by Walter Doniger. Additional Dialogue by John Paxton.

"MY FRIEND IRMA" A Hal Wallis |
Production starring John Lund, Diana Lynn, Don DeFore, with Marie Wilson as Irma, and introducing Dean Martin and Jerry Lewis. Directed by George Marshall. Screenplay by Howard and Parke Levy. Based upon the CBS radio program "My Friend Irma" created by Cy Howard. Music and Lyrics by Jay Livingston and Ray Evans.





"RED, HOT AND BLUE" A John Farrow Production starring Betty Hutton and Victor Mature, with William Demarest, June Havoc. Produced by Robert Fellows. Directed by John Farrow. Screenplay by Hagar Wilde and John Farrow. Story by Charles Lederer.

"SONG OF SURRENDER" starring Wanda Hendrix, Claude Rains, Macdonald Carey, with Andrea King. A Mitchell Leisen Production. Produced by Richard Maibaum. Directed by Mitchell Leisen. Screenplay by Richard Maibaum. Special song number by Victor Young, Jay Livingston and Ray Evans.

FOR A COMPLETE PROGRAM, BOOK
PARAMOUNT SHORTS AND PARAMOUNT NEWS



Chi Upped By Visitors; 'Gatsby' Fat \$25,000, Abbott-Costello Loud 18G; 'Lining'-Eckstine 58G, 'Baby' 16G, 2d

with current giant influx of visitors. Holdovers are especially strong with only two new bills in. "Great Gatsby" at. State-Lake looks fairly brisk \$25,000 or under, while "Meet the Killer" at Palace shapes nifty

brisk \$25,000 or under, while "Meet the Killer" at Palace shapes nifty \$18,000. Chicago appears to be latching on to best two-week business this summer with "Look for Silver Lining," aided by Billy Eckstine. Shapes strong \$58,000 for second frame. "Yes, Sir, That's My Baby," at Roosevelt, continues fancy \$16,000 in second. "Scene of Crime," at United Artists, appears pert with \$14,000 due.

Third week of "You're My Everything" backed by George Jessel topping stageshow, looks near second round figure at \$40,000. One performance Saturday night with Al Jolson D.a. cut in since there was a holdover crowd. Third stint of "Mighty Dee Young" at Grand seems bright \$10,000.

Estimates for This Week Chicago (B&K) (3,900; 50-98)—"Silver Lining" (WB) with Billy Eckstine heading stage bill (2d wk). Nice \$58,000. Last week, \$70,000. Garrick (B&K) (900; 50-98)—"Doolins of Oklahoma" (Col) and "Lost Tribe" (Col) (2d wk). Smart \$6,000. Last week, \$9,000.

Grand (RKO) (1,500; 50-98)—"Mighty Joe Young" (RKO) (3d wk). Smooth \$10,000. Last week, lighty \$16,500.

Orlental (Essaness) (3,400; 50-98)—"You're My Everything" (20th) with George Jessel in person (3k). Helfty \$40,000. Last week, wk).

"You're My Everything" (20th) with George Jessel in person (3d wk). Hefty \$40,000. Last week,

wk). Hefty \$40,000. Last week, \$45,000. Palace (RKO) (2.500; 50-98)—"Abbott-Costello Meet Killer" (U) and "Leave to Henry" (Mono). Solid \$18,000. Last week, "Calamity Jane" (U) (2d wk), \$15,000. Rlalto (Indie) (3d wk). Sex film is getting play from males. Looks sharp \$9,000 or near. Last week, \$8.500. Rosevelt (B&K) (1,500; 50-98)—"Yes, Sir, That's My Baby" (U) (2d wk). Excellent \$16,000. Last week, smash \$25,000. Selwyn (Shubert) (1,000; \$1.20-\$2.40)—"Red Shoes" (EL) (35th wk). Firm \$6,300. Last week, \$6.90.

400. State-Lake (B&K) (2,700; 50-98)
"Great Gatsby" (Par). Brlsk \$25,000 or near. Last week, "Good Old Summertline" (M-G) (2d wk), \$17.-

Summertline" (M-G) (2d wk), \$17.000.

United Artists (B&K) (1.700: 50-98)—"Scene of Crime" (M-G) (2d wk), Holding up to \$17,000. Last week, sturdy \$23,000.

Woods (Essaness) (1.073; 50-98)—"Champlon" (UA) (6th wk). Final week appears okay \$12,000. Last week, \$16,000.

World (Indie) (587: 80)—"Bank Dick" (Indie) and "My Little Chickadee" (Indie) (reissues) (4th wk). Handsome \$3,500. Last week, \$3,300.

'Roseanna' Paces Indpls. Upbeat, Sock at \$15,000; 'My Baby' Dandy \$13,000

my bany Dandy \$13,000

Indianapolis, Aug. 23.

All-time cold August weather plus special promotion is upping downtown situations to good biz this week, although "Black Magic" at Loew's didn't share in the trend. Personal appearance by Donald O'Connor got "Yes Sir. That's My Boylot of to a fine start at Indiana. Ditto by Farley Granger at Circle Friday and Saturday helped make "Roseanna McCoy" the week's top Brosser.

Friday and Saturday netped name (Roseanna McCoy" the week's top grosser.

Estimates for This Week Circle (Gamble-Dolle) (2.800; 44-65) — "Roseanna McCoy" (RKO) and "Follow Me Quletty" (RKO) (Sock \$15,000. Last week, "Girl Jones Beach" (WB) and "House Across Street" (WB), nice \$11,500. Indiana (G-D) (3.309; 44-65) — "Yes Sir, That's My Baby" (U) and "Sky Dragon" (Mono), Dandy \$13-000. Last week, "House of Strangers" (20th) and "Bad Boy" (Mono), 30w \$9,000. Losew's (Loew's) (2.427; 44-65) — Black Magle" (UA) and "Loew (Col.) and (Col.) and "Loew (Col.) and (Col.

Estimates Are Net

Film gross estimates as re orted herewith from the vari ported herewith from the various key cities, are net, l.e., without the 20% tax. Distributors share on net take, when playing percentage, hence the estimated figures are net in-

estimated figures are net in-come.

The parenthetic admission prices, however, as indicated, include the U. S. amusement tax

Pitt Picks Up; 'Magic' Hot 16G

Pittsburgh, Aug. 23.
Cooler weather is helping things all along the line currently smartest newcomer promises to be "Black Magic," which is turning in a solid stanza at the Penn after smash bally, "Yes, Sir, That's My Baby" also Is nice at the Harris. "Lost Boundaries" is doing terrific second round at the Stanley,
Estimates for This Week
Fulton (Shea) (1,750; 45-80) —
"Sand" (20th). Mild \$8,000 or near.
Last week, "Red Menace" (Rep), very slow \$5,000 in 6 days.
Harris (Harris) (2,200; 45-80) —
"Yes Sir, That's My Baby" (U).
Helped by one-day personal appearance on stage of Donald O'Connor, Joshua Shelley, Gwen Carter and Patricla Alphin, Nice \$13,000 or close. Last week, "Anna Lucasta" (Col), \$12,000.
Penn (Loew's-UA) (3,300; 45-80) —
"Black Magic" (UA). This one had terrific campaign and it's paying off with solid \$16,000 or better. Last week, "Good Old Summertime" (M-G) (2d wk), \$14,000.
Stanley (WB) (3,800; 45-80)—
"Lost Boundaries" (FC) (2d wk).
"One Last week, way over original estimate at sensational \$28,000 a figure not duplicated here since 1947.
Warner (WB) (2,000; 45-80)—
"One Last Fling" (WB) and "House Across Street" (WB). Modest \$7,000.
Last week, "Silver Lining" (WB) (m.o.), nice \$7,200, not bad considering that it had played fortnight at Stanley.

'Number' Plays Big In Denver, 18G; 'Allegro' 10G

Denver, Aug 23.
Pacing city this week is "You're y Everything," nice in three theres. But comparatively stronger "Any Number Can Play," big at pheum. "Johnny Allegro" shapes ir

Estimates for This Week Broadway (Wolfberg) (1,500; 35-74)—"Silver Lining" (WB) (4th wk). Down to \$4,500. Last week, fair \$6,-500

00.
Denham (Cockrill) (1,750; 35-74)
"Great Victor Herbert" (Par) (ressue). Slim \$8,500. Last week,
Great Gatsby" (Par) (2d wk), fair

"Great Gatsby" (Par) (2d wk), fair \$9,000.

Denver (Fox) (2,525; 35-74)—
"You're My Everything" (20th) and
"Lone Wolf Lady" (Col), day-date
with Esquire, Webber. Good \$16.000. Last week, "Portrait of Jennie" (SRO) and "Air Hostess" (Col), \$15,000.

Esquire (Fox) (742; 35-74)—
"You're My Everything" (20th) and
"Lone Wolf Lady" (Col), also Denver, Webber. Nice \$3,000. Last
week, "Portrait of Jennie" (SRO)
and "Air Hostess" (Col), same.
"Orpheum (RKO) (2,600; 35-74)—
"Any Number Play" (M-G) and
"Gay Amigo" (CA). Big \$18,000 or
near. Last week. "Neptune's
Daughter" (M-G) (2d wk), okay
\$11,000.

Paramount (Fox) (2,200; 35-74)—

Strike Nips San Antonio
San Antonio, Aug. 23,
With the San Antonio bus strike
now in its third week, a decided big
drop has been noted here by downtown houses. Nabe theatres are reporting good biz, and the drive-ins
are full for all performances. Biz
is reported off as much as 25%.
Share-the-ride, car pools and
other wartime emergency measures
to insure transportation to and
from work are making their comeback. In addition to the bus strike,
the polio scare is also keeping many
away from the indoor houses.

'Roseanna' Rosy \$19,000 in L'ville

Louisville, Aug. 23.
Tee-off of "Roseanna McCoy" gsplash this week. Terrific exploitation was put on by RKO. Giant session is in prospect. "It's Great Feeling" at Mary Anderson is giving that house its best biz since last spring with sock total. Straight vaude bill plus double relssue bill at National is registering healthy take.

Estimates for This Week
Mary Anderson (People's) (1,400; 45-65)—It's Great Feeling" (WB) sock \$11,000. Last week, "Lust For Gold" (Col., \$6,000.

National (Standard) (2,400; 50-85)—"Give Out, Sisters" (U) and "Ladies" Man" (Par) (reissues) plus seven vaude acts. Teed off briskly with neat \$8,500 likely. Last week, "Last Tribe" (Col) and "Shut Big Mouth" (Col) (reissues) fair \$7,500.

Rialto (Fourth Avenue) (3,000; 45-65)—"Roseanna McCoy" (RKO). Billed as world preem but pic played Aug. 17 in Charleston, W. Va. and next day in 208 houses. Big bally with radlo cooperation both in spot announcements and talent, plus p.a. of Farley Granger and Joan Evans, spelling smast \$19,000. Last week, "Big Steal" (RKO) and "Bad Boys" (Mono), nice \$12,000, and mo.

State (Loew's) (3,000; 45-65)—"Black Magic" (UA) and "Law of Barbary Coast" (Col., Good \$11,000 or over, Last week, "Edward, My Son" (M-G) and "Caught" (M-G), \$13,000.

Strand (FA) (1,000; 45-65)—"Green Promise" (RKO) and

Estimates for This Week
Mary Anderson (People's) (1.40)
45-65)—'I's Great Feeling" (WB)
sock \$11.000. Last week, "Lust For
Gold" (Col), \$6,000.
National (Standard) (2,400; 50-85)
—'Give Out, Sisters" (U) and
'Ladies' Man' (Par) (reissues) plus
seven vaude acts. Teed off briskly
with neat \$8,500 likely. Last week
"Last Tribe" (Col) and "Shut Big
Mouth" (Col) reissues; fair \$7,500.
Rialto (Fourth Avenue; (3,000)
45-65)—'Roseanna McCoy" (RKO).
Billed as world preein but ple
played Aug. 17 In Charleston
W. Va. and next day in 208 houses.
Big bally with radio cooperation
both in spot announcements and rateline plus p.a. of Faring smash and and "Bad Boys" (Mono).
nlee \$12,000, and mo.
State (Loew's) (3,000; 45-65)—
"Black Magic" (UA) and "Law of
Barbary Coast" (Col). Good \$11,000
or over. Last week, "Edward, My
Son" (M-G) and "Caught" (M-G),
\$13,000.
Strand (FA) (1,000; 45-65)—
"Green Promise" (RKO) and "Stagecoach kid" (Rep. Mild \$4,400)
or over. Last week, "Red Canyon" (Uand "Amazon Quest" (FC, neat)

D.C. Booms; 'Lagoon' Hep
\$16,500, 'Feeling' Great
25G, 'Doolins' Wow 10G
Washington. Aug. 23.
Town's mainstem is booming this week. thanks to combo of couwether, surefire newcomers and the first postwar example of high-power circus bally. Marquee desert island stunt boosted "Blue Lagoon" into a record-breaker for the past year at Keith's. Another size, "I'ver, "I'ves or or, Golden Gate
quartet, Nancy Donovan, others, one mit first postwar example of high-power circus bally. Marquee desert island stunt boosted "Blue Lagoon" into a record-breaker for the past year at Keith's. Another size, "I'ver, "I'ver

Strike Nips San Antonio San Antonio, Aug. 23. With the San Antonio has strike San Antonio h \$95,000; 'Summertime' Hot 141G, 3d; 'Rope'-Beneke-Damone-Calvet 77G, 3d

the last seven days is doing more for the Broadway firstrun boxoffice than some of the recently unveiled pictures. The mildest August tem-peratures in several years will help trade at nearly all deluxers this secretory.

trade at nearly all deluxers this session.

The socko exception to mild new entries is "Jolson Sings Again." soaring to new all-time record at the State where \$95,000 looms in litital week ending last night (Tues.). Threatening weather final day (yesterday) probably cut in somewhat and may have kept the new Jolson opus from crossing the century mark. The rather abrupt tapering off, experienced also by other houses, late Sunday likewise was detrimental.

Both "Siren of Atlantis," with \$14,000, and "Special Agent," at \$7,500, are doing very mildly for newcomers.

New vaudeville with "Arctic Manhunt" is glving the Palace

newcomers.

New vaudeville with "Arctic Manhunt" is giving the Palace another bangup week at \$22,000.

Music Hall, Paramount and Astor

\$77.000 after fancy \$83.000 for second. Miss Calvet added to stage layout in third week. "Top o' the Morning" (Par' with Carmen Cavallaro orch, De Marco Sisters, Gary Moore, Vanderbilt Boys comes in Aug. 31.

Park Avenue (U) (583; \$1.20.

Radio City Music Hall (Rockefellers) (5.945; 80.82.40) — "Good Old Summertime" (M-G) and stageshow (3d wk). Continues very strong at \$141.000 after big \$146.

900 in previous week. Stays on.

Radio City Music Hall (Rockefellers) (5.945; 80.82.40) — "Good Old Summertime" (M-G) and stageshow (3d wk). Continues very strong at \$141.000 after big \$146.

900 in second session. Stays fourth week, and likely will run through Labor Day.

Rialto (Mage) (594; 44-98)—
"Body Snatcher" (RKO) (relssue) and "Bride of Death" (Indie) (2d-final wk). Down to \$7.500 after solld \$10,000 opener.

Rivoli (UAT-Par) (2.092; 60-\$1.25)—"Come to Stable" (20th) (4th wk). Continues in hefty coin at \$27.000 after \$28.000 for third. Continues on indef.

Roxy (20th) (5.886; 80-\$1.50)—"Slattery's Hurrleane" (20th) plus Evelyn Knight, Sid Caesar, The Pitchmen, others, iceshow onstage (2d-final wk). Holding okay at \$68.000 after \$79.000 opener, which was below hopes. "I Was Male War Bride" (20th) with Jack Haley, Martha Stewart, Maxellos, new iceshow opens Friday (28).

State (Loew's) (3.450; 50-\$1.80)—"Jolson Sings Again" (Col) (2d wk). First week ended last night (Tues.) soared to new all-time high of \$95.000. This is breaking all records.

State (Loew's) (3.450; 50-\$1.80)—
"Jolson Sings Again" (Col) (2d wk).
First week ended last night (Tues.)
soared to new all-time high of \$95,600. This is breaking all records,
Including biggest hour, largest
matince, night and on attendance.
The \$1.80 top Saturday and Sunday
nights a real help, with weather
also a factor. Got in eight shows
Saturday, six on Sinday and seven
on weekdays. Rave reviews are
contributing to huge total. Last
week, "Great Sinner" (M-G) (7th
wk), \$9,000.
Strand (WB) (2,756; 50-\$1.25)—
"It's Great Feeling" (WB) (2dfinal wk). Down to \$18,000 after
mild \$26,000 opener. House closes
Friday (26) for one week for house
redecorating, refurbishing prior to
opening "White Heat" (WB) with
Xavier Cugat orch and LatinAmerican revue.

Sutton (R & B) (561; 70-\$1.20)—
"Quartet" (EL) (22d wk). Still
remains steady at \$8,000 in 21st
week ended last Monday (22) night
after \$7,500 for preceding round.
Holds on with opening of "Fallen
Idol" (SRO).

Victoria (City Inv.) (1,060; 95\$1.50)—"The Window" (RKO) (3d
wk). Okay at \$17,000 after strong
\$20,000 for second. Continues.

Rain Perks Omaha B.O.: 'Boundaries' Bangup At \$12,500, 'Beach' 12G

Omaha, Aug. 23.

Cool, unsettled weather that drove people into the theatres is giving biz a real shot in the arm. Everything is up. "Lost Bound-arles" at Orpheum shapes lively, "Girl from Jones Beach" at Paramount shapes surprisingly strong.
"Anna Lucasta" is so big at the
Brandeis, that it may hold.

Brandeis, that it may hold.

Estimates for This Week
Orpheum (Tristates) (3,000: 16-65)—"Lost Boundaries" (FC) and
"Leave To Henry" (Mono). Very
big \$12,500. Last week, "Great
Gatsby" (Par) and "Tucson" (2011),
fair \$10,000.
Paramount (Tristates) (2,800: 16-65)—"Girl Jones Beach" (WB).
Fancy \$12,000. Last week, "You're
My Everything" (2011, \$10,500.
Brandeis (RKO) (1,500: 16-65)—
"Anna Lucasta" (Col) and "Lost
Tribe" (Col). Extra good \$9,000
or over, may hold. Last week,
"Doolins of Oklahoma" (Col) and
"Air Hostess" (Col), \$6,000.
State (Goldberg, 1665: 16-65)—
"State (Goldberg, 1665: 16-65)—

"Air Hostess" (Col., 86 000.
State (Goldberg, 1865, 16-65)
"Commandos at Dawn" (Col. and
"Destroyer" (Col. (reissues). Fat
\$7,000. Last week. "Barkleys of
Broadway" (M-G. (3d wk., \$4.00).

'Roseanna' Real McCoy in Cincy Bow, Colossal \$26,000; 'Magic' Bright 12G

Cincinnati, Aug. 23.
Rip snortin' unvelling of "Roseanna McCoy" is bagging a giant
take this round at Albee and lifting overall biz to a favorable seasonal level. Of two other new bills.
"Black Magie" is pekky at Palace
and "Not Wanted" is sturdy at
Grand.

and "Not Wanted" is sturdy at Grand.

Estimates for This Week
Albre (RKO) (3.100) 55-75)—
Roseanna McCoy" (RKO) shootin-tootin' bally on world preem and 'Air Hostess" (Col, with Ruth Lyons originating her WLW "Morning Matinee" morning show, daily except Sunday, on stage. Opening day extras included p.a. of "McCoy's" Farley Granger. Ernie Tubbs and His Grand Ole Opry Boys and a Cincy "Roseanna McCoy" selected by Samuel Goldwyn.

Moderate \$6,500 tralling pleasing \$12,000.

Krith's (City Inv.) (1,542; 55-75)—
Smooth \$7,500. Last week, "Illegal material" (U.) \$6.500.

Balack Magic" (UA) and "Woman Hater"

Lyons and His Grand Ole Opry Boys and a Cincy "Roseanna McCoy" selected by Samuel Goldwyn.

Mammoth \$26,000. Last week, "Let's Live Little" (EL) plus 8-act vaude layout topped by Buck and Bubbles and Senator Murphy at 55-94c scale, great \$28,000. Capitol '4RKO' (2,000; 55-75)—"Great Sinner" (M-G' (2d wk), Moderate \$6,500 tralling pleasing \$12,000 bow.



Now do you see why everybody is saying, the showman's buy is . .

Hub Spotty But Vaude Still Strong, With 'Kazan' \$26,500; 'Hurricane' 20G

Biz shapes spotty this stanza with vaude still dragging them in with vaude still diags. New entries, at the RKO Boston. New entries, "Slattery's Hurricane" at Memorial and "It's a Great Feeling" at Para-

"Slattery's nutritative at Actional and "It's a Great Feeling" at Paramount and Fenway shape nice.
"Black Magie" at State and Orpheum is very disappointing.

Estimates for This Week
Astor (Jaycox) (1,200; 40-85)—
"Lost Boundaries" (FC) (6th wk).
Holding up fairly well at \$5,500.
Last week, okay \$6,500.
Boston (RKO) (3,200; 55-85)—
"Kazan" (Col) plus vaude with
Proskee's Tigers. Solid \$26,500.
Last week, "Follow Me Quietly"
(RKO) plus vaude with Artie
Dann. \$27,001.

Fenway (NET) (1,373; 40-85)—
"It's Great Feeling" (WB) and
"Flaming Fury" (Rep). Not bad
\$6,500. Last week, "Massacre
River" (Mono) and "Special Agent"
(Par) \$5,400.

\$6,500. Last week, "Massacre River" (Mono) and "Special Agent" (Par), \$5,400.

Mayflower (ATC) (700; 40-85)—
"Not Wanted" (FC) (4th wk) Down to \$3,000. Last week, nice \$3,900. Memorial (RKO) (3,500; 40-85)—
"Slattery's Hurricane" (20th) and "Woman Hater" (WB) (reissues). Okay \$20,000. Last week, "One False Step" (U) and "Brother's Kepper" (EL), disappointing \$15,000 in 6 days.

Metropolitan (NET) (4,376; 40-85)—"You're My Everything" (20th) and "Flaming Fury" (Rep) (2d wk). Down to \$17,000 after nice \$21,000 for first.

Orpheum (Loew) (3,000; 40-85)—"Black Magic" (UA) and "Daring Caballero" (Col), Mild \$14,000. Last week. "Anna Lucasta" (Col) and "Air Hostess" (Col), neat \$20,000.

Paramount (NET) (1,700; 40-85)—"It's Great Feeling" (WB) and "Flaming Fury" (Rep), Good \$14.

"Good State (Loew) (3,500; 40-85)—"31,000.
State (Loew) (3,500; 40-85)—"Black Magic" (UA) and "Daring Caballero" (COl). Slight \$9,500. Last week. "Anna Lucasta" (Col). Air Hostess" (COl), okay \$12,000.

'MAGIC' LIVELY \$8,500, MONT'L; 'JANE' TRIM 9G

Montreal, Aug. 23.
Cool weather is boosting returns
here this round with "You're My
Everything" and "Black Magic"

Estimates for This Week bew's (C.T.) (2.855: 40-

Loew's (C.T.) (2,855; 40-65)—
"You're My Everything" (20th).
Big \$25,000. Last week, "Fountain-head" (WB) (2d wk), \$10,000.

Capitol (C.T.) (2,412; 34-60)—
"Lust for Gold" (Col). Nice \$15,000. Last week, "Sand" (20th), mild \$10,000.

Pales (C.T.)

000. Last week, "Sand" (20th, mild \$10,000.

Palace (C.T.) (2,625; 34-60)—
Girl Jones Beach" (WB) (2d wk).
Down to \$10,000 after sock first week at \$15,500.

Princess (C.T.) (2,131; 34-60)—
"Stratton Story" (M-G) (2d wk).
Holding big with \$12,000 after dandy \$13,000 opener.

"Imperial (C.T.) (1,839; 25-45)—
"Calamity Jane" (U) and "Air Hostess" (U). Trim \$9,000. Last week, "Flaxy Martin" (WB) and "Christopher Blake" (WB), okay \$5,500.

Orpheum (C.T.) (1,046; 34-60)—
"Black Magic" (UA) and "Lone Wolf Lady" (UA). Smash \$8,500.

Last week, "Late for Tears" (UA) and "Leave to Henry" (UA), \$6,500.

Boundaries' Big 19G,

Prov.; 'Everything' 18G

Providence, Aug. 23.

Pleasant, unseasonably cold after recent hot spell hereabouts reflecting in fairly nice take all around. Leading list are RKO Albee's 'Lost Boundaries' 'and Majestic's 'You're My Everything."

Estimates for This Week

Lost Boundaries' (FC) and 'Hold That Baby' (Mono). Big \$19,000. Last week, "Not Wanted" (FC) and "Amazon Quest" (Indie) (2d wk), god \$11,000.

Majestic (Fay) (2.200: 44-65)—

"You're My Everything" (20th) and "Skyliner" (20th). Happy \$18,000. Last week, "Slattery's Hurricane" (20th). Happy \$18,000. State (Loew) (3 200; 44-65)—

"Black Magic" (UA) and "Lone Wolf and His Ladv" (UA). On slow side at \$15,500. Last week, "Any Number Play" (M-G) and "Gay Amigo" (M-G), neat \$21,000. Stand (Silverman) (2.200; 44-65)—

"Great Gatsby" (Par). Opened Monday (22). Last week. "Anna Lucasta" (Col) and "D'vil's Henchman" (Col) (2d wk), oke \$9,500.

Key City Grosses

Estimated Total Gross
This Week ... \$2,693,000
(Based on 24 cities, 204
theatres, chiefty first runs, including N. Y.)
Total Gross Same Week
Last Year ... \$2,582,000
(Based on 22 and 201
202 theatres.)

Gable Sockeroo \$17,000 in Frisco

San Francisco, Aug. 23.
Dull weekend is dragging down film theatre business for whole week. Holdovers are suffering most but new entries are not getting very far. Top newcomers are "Black Magic" big at United Artists and "Slattery's Hurricane." only fairly solid at the Fox. "Any Number Can Play" also shapes socko at St. Francis. Clark Gable draw turning the trick.

Estimates for This Weet

Estimates for This Week

Estimates for This Week
Golden Gate (RKO) (2,844; 60-85)
"Mighty Joe Young" (RKO) and
"Make Mine Laughs" (RKO) (2nd
wk) Way off at \$11,000. Last week,
terrific \$29,000.
Fox (FWC) (4,651; 60-95)
"Slattery's Hurrieane" (20th) and
"Alimony" (EL., Fairly solid \$18,000 or close. Last week, "You're
My Everything" (20th) and "Hold
That Baby" (Mono) (2d wk), \$9,500.
Warfield (FWC) (2,656; 60-85)
"The Great Sinner" (M-G) and
"Forgotten Women" (Mono) (2d
wk). Oke \$14,000. Last week, lofty
\$21,000.

wk). Oke \$14,000. Last week, lofty \$21,000.

Paramount (Par) (2,646; 60-85)—
"Silver Lining" (WB) and "House Across Street" (WB) (2d wk). Fairish \$14,000. Last week, sock \$26,000.

St. Francis (Par) (1,400; 60-85)—
"Any Number Play" (M-G). Smash \$17,000. Last week, "Wizard of Oz" (M-G) treissue) (4th wk), \$6,500.

Orpheum (No. Coast) (2,448; 55-85)—"Anna Lucasta" (Col) and "Air Hostess" (Col). Good \$16,000. Last week, "Calamity Jane" (U) (2d wk), 5 days, \$4,500.

United Artists (No. Coast) (1,207; 55-85)—"Black Magic" (UA). Fancy \$13,000. Last week, "Grat Dan Patch", (UA) (2d wk), 5 days, pallid \$2,800.

Stagedoor (Ackerman) (370; \$12,000.

\$2,800.

Stagedoor (Ackerman) (370;
Stagedoor (BL)
(13th wk). Nice \$4,800, Last week, about same.

Esquire (No. Coast) (955; 55-85)

—"Passionnelle" (Indie) and "Torment" (Indie) (2d wk). Down to \$4,000 in 6 days. Last week, big \$8,000

Prov.; 'Everything' 186 in the face of discontinuance of matinees. Despite big outdoor bally, "Black Magic" shapes barely okay at Loew's.

the tot spell hereabouts reflect
Estimates for This Week

Estimates for This Week

Port., 10 ½ G; Lucasta' 15G

Portland, Ore., Aug. 23.

New product here this week is helping firstrun biz. "Good Old Summertime" looks tops with huge total at small United Artists. "Dumbo" and "Saludos Amigos" shapes nice at Orpheum.

Estimates for This Week

Broadway (Parker) (1.832; 50-85)

—"Wizard of Oz" (M-G) (reissue) and "The Castaway" (Rep) (2d wk). Okay \$6,500. Last week, terrific \$13,800.

Mayfair (Parker) (1.500, 50.55)

Okay \$6.500. Last week, terrific \$13.800.

Mayfair (Parker) (1.500; 50.85)—

Big Cat' (EL) and 'In This Corner' (EL). So-so \$5.000. Last week.

Outpost in Morocco' (UA) and 'Gay Amigo' (UA) okay \$6.000.

Oriental (H-E) (2.000; 50.85)—

Anna Lucasta'' (Cd) and 'Judge Steps Out' (RKO), day-date with Paramount. Good \$4.500. Last week. 'You're My Everything' (20th) and 'The Fan' (20th; \$4.700.

Orpheum (H-E) (1.750; 50-83)—

'Dumbo'' (RKO) and 'Saludos Amigos'' (RKO) (reissues). Nice \$7.000.

Last week, 'Not Wanted' (PC) and 'Man About the House' (20th), \$8,700.

700.
Paramount (H-E) (3,400; 50-85) Paramount (11-E) (3,40); 50-85)—
"Anna Lucasta" (Col. and "The
Judge Steps Out" (RKO), also Oriental. Solid \$10,500. Last week,
"You're My Everything" (20th) and
"The Fan" (20th), big \$11,300.
United Artists (Parker) (895; 5085)—"Good Old Summertime" (M6). Terrific \$10,500. Last week,
"Secret Garden" (M-G), mild \$6,500.

'Hurricane' Lusty \$28,000 in Philly

Philadelphia, Aug. 23.

Break in heat wave is keeping people at home this week with biz at downtown houses perking as a result. WCTU confab brought an influx of visitors and that is helping somewhat. Best trade is being chalked up by "Slattery's Hurricane," big at the Fox. "Good Old Summertime" shapes nice at the Goldman while "Scene of Crime" is doing good at the Stanley.

Estimates for This Week Aldine (WB) (1.303; 50-99)—
"Pride of Yankees" (RKO) and "Tall in Saddle" (RKO) (reissues). Nice \$8.000. Last week, "Manhandled" (Par). \$8.500.

Boyd (WB) (2.360; 50-99)—
"Great Sinner" (M-G) (3d wk). Down to \$14.500. Last week, okay \$18.000.

Earle (WB) (2.700; 50-99)—

\$18,000, Earle (WB) (2,700; 50-99) — "Home of Brave" (UA) (3d wk), Oke \$15,000. Last week, terrific Oke \$1 \$24,000.

"Home of Brave" (UV) (3d wk).
Oke \$15,000. Last week terrific
\$24,000.
Fox (20th) (2,250: 50-99)—"Slattery's Hurricane" (20th). Tops in
town at big \$28,000. Last week.
"You're My Everything" (20th) (3d
wk). fast \$13,000 in 5 days.
Goldman (Goldman' (1,200: 5099)—"Good Old Summertime"
(M-G). Fine \$16,000. Last week.
"Any Number Play" (M-G) (4th
wk). \$8,500.
Karlton (Goldman) (1,000: 5099)—"Great Gatsbv" (Par) (4th
wk). Down to \$5,500. Last week,
ince \$9,000.
Mastbaum (WB) (4,360: 50-99)—
"Great Feeling" (WB) (2d wk).
Off to \$20,000 after hefty \$30,000 for take-off.
Pix (Cummins) (500: 50-99)—
"Big Jack" (M-G). Solid \$1,500 in
3 days. Last week, second-runs.
Stanley (WB) (2,930: 50-99)—
"Scene of Crime" (M-G, Good
\$18,000 or over. Last week, "Anna
Lucasta" (Col) (2d wk). \$16,000.
Stanton (WB) (1,475: 50-99)—
"Not Wanted" (FC) (2d wk). Down
to \$9,000. Last week, great
\$17,000.
Trans-Lux (T-L) (500: \$2,40\$12,000-Red Shoes" (EL) (35th)

'Summertime' Torrid In Port., 101/2G; 'Lucasta' 15G L.A. Goes For Bride,' Great \$63,000; 'Feeling' Okay 49G, 'Magic' Fancy 36G, 'Brimstone' 22G, 'Young' Tall 26G, 2d

Broadway Grosses

Estimated Total Gross
This Week \$609,500
(Based on 18 theatres)
Last Year \$571,000
(Based on 14 theatres).

'Number' Hefty \$17,000, Mpls. Ace

Minneapolis, Aug. Minneapolis, Aug. 23.
Cool weather is proving a boxoffice stimulant currently but the
line-up of newcomers leaves something to be desired aside from
"Any Number Can Play." This
Gable picture looks hefty at Radio
City. "Anna Lucasta" shapes asmild. "Illegal Entry" looks modest.
Holdover of "Great Gatsby is okay.

Estimates for This Week Estimates for This Week
Lyric (Par') (1,000; 50-70)—"Lonesome Pine" (Par) and "Geronimo"
(Par) (reissues). Oldies attracting
considerable attention for hefty
\$5,500. Last week, "Colorado Territory" (WB) (2d wk), \$4,500.

Radio City (Par) (4,000; 50-70)—
"Any Number Play" (M-G). Gable
a magnet here. Hefty \$17,000. Last
week, "Good Old Summertime"
(M-G), \$16,000.

RKO.Ornheum (RKO) (2,800; 50-

RKO-Orpheum (RKO) (2,800; 50-70)—"Anna Lueasta" (Col). Division of opinions on this, and going is slightly rough. Fair \$10,000. Last week, "Lady Gambles" (U), mild \$9,000.

\$9,000.

RKO-Pan (RKO) (1,600; 50-70)—
"Illegal Entry" (U). Modest \$7,000
about all. Last week, "Silver Lining" (WB) (2d wk), okay \$6,000.

State (Par) (2,300; 50-70)—
"Great Gatsby" (Par) (2d wk). In
for only 4 days because theatre is
being shuttered for facelift. Oke
\$5,000 in prospect. Last week, fine
\$13,000

\$13,000. World (Mann) (400; 50-70)—"Silver Lining" (WB) (m.o.). Good \$3,000 after two previous weeks downtown. Last week, "Not Wanted" (FC) (2d wk), okay \$2,600.

K.C. Cooler, Biz Warmer: 'Hurricane' Windy 16G, 'Lucasta' Tame \$12,000

August 1 | August 1 Kansas City, Aug. 23.
Fox Midwest three-theatre combo has switched temporarily to duals and is doing well currently with "Slattery's Hurricane" and "The Fan." Also new is "Anna Lucasta" at Midland but mild. "The Fountainhead" at Missouri is okay while "It's a Great Feeling" at Paramount shapes good. Heat wave of past two weeks was broken near the weekend.

Estimates for This Week

Polio scare appears to be having no influence on firstrun biz here this, session, with grosses climbing as four new bitis were launched. "I Was Male War Bride" is soaring

"I Was Male War Bride" is soaring to sock \$63.000 in four theatres while "It's Great Feeling" looks okay \$49.000 in three situations. "Black Magle" is racking up a nice \$36.000 in four spots. "Brimstone" with "Post Office Investigator" is not big with \$22.000 in two Paramount houses. "Nepfune's Daughter" is holding strong in second frame at \$32.000 in three locations. "Mighty Joe Young" is equally stout on first holdover round with \$26.000 in two houses. Estimates for This Week

\$52,500.

Downtown, Hollywood, Wiltern (WB) (1,757; 2,756; 2,344; 60-\$1 — "It's Great Feeling" (WB). Okay \$49,000 Last week, "Silver Lining" (WB), oke \$25,000.

Expytian, Los Angeles, Wilshire (FWC) (1,538; 2,997; 2,296; 60-\$1) — "Neptune's Daughter" (M-G) (2d wk). Okay \$32,000. Last week, great \$58,000.

"Pride of Yankees" (RKO) "Tall In Saddle" (RKO) (reissues). Good \$10,000 here with \$22,000 total in 5 spots. Last week, "Gangster" (Mono) and "Dillinger" (Mono) reissues) with \$18,124 total in four situations.

(Mono) and "Dillinger" (Mono) creissues) with \$18,124 total In four situations.

Pantages, Hillstreet (RKO) (2,-812; 2,890; 50-\$1)—"Mighty Joe Young" (IKKO) and "Make Mine Laughs" (IKKO) and "Make Mine Laughs" (IKKO) (2d wk) Okay \$26,000. Last week, mighty \$55,000. Los Angeles, Hollywood Paramounts (F&M) (3,398; 1,451; 60-81)—"Brimstone" (Rep) and "Post Office Investigator" (Rep). Good \$22,000. Last week, "Great Gatsby" (Par) and "Ringside" (SG) \$16,688. United Artists, Ritz, Studio (Tix, Vogue (UA - FWC) (2,100; 1,370; 880; 885; 60-\$1)—"Once More, My Darling" (U) and "Sky Liner" (SG) (2d wk). Down to \$11,500. Last week, fine \$26,000.

Esquire (Rosener) (685; 84-\$1.20)—"Back Streets of Paris" (Indie) and "The Puritan" (Indie). Good \$4,000. Last week, "Never Give Sucker Even Break" (Indie) and "Bank Dick" (Indie) (Indie) (1881) (1841) (18

8,000. Fine Arts (FWC) (679; \$1.20-2,401—"Red Shoes" (EL) (34th k). Up to \$5,200. Last week, big

5,000. Four Star (UA-FWC) (900; 74-1) — "Lost Boundaries" (FC) (3d (k), Holding at \$6,500. Last week,

\$7,600.

Laurel (Rosener) (890; 85) —

"Quartet" (EL) (13th wk). Still nice at \$4,000. Last week, \$4,500.

'Magic' in Black, Buff, \$18,000; 'A&C' Okay 12G

Buffalo, Aug. 23.
"Black Magic" shapes as best bethere this session with sturdy total at the Buffalo. "Abbott-Costello Meet the Killer" is okay at Lafa-

Meet the Killer" is okay at Lafayette.

Estimates for This Week

Buffalo (Loews) (3,500; 40-70)—
"Black Magic" (UA) and "Rose of Yukon" (Rep). Sturdy \$18,000. Last week. "Good Old Summertime" (M-G), \$16,500.

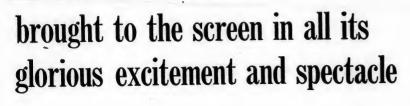
Paramount (Par) (3,400; 40-70)—
"Silver Lining" (WB) (2d wk). Fine \$12,000. Last week. great \$20,000.

Hipp (Par) (3,400; 40-70)—
"Movie Crazy" (Indie) (reissue) and "C-Man" (FC). Neat \$7,000 on ear. Last week, subsequent-run. Lafayette (Basil) (3,000; 40-70)—
"Abbott-Costello Meet the Killer" (U) and "Arctic Manhunt" (U), Okay \$12,000. Last week, "hana Lucasta" (Col) and "Kazan" (Col), \$15,550.

Century (20th Cent.) (3,000; 40-70)—
"Century (20th Cent.) (3,000; 40-70)—"(Contury (20th Cent.) (3,000; 40

\$15.500.
Century (20th Cent.) (3.000; 40-70)—"Gunga Din" (RKO) and "Lost Patrol" (RKO) (reissues). Big \$11.000. Last week. "Red Stallion Rockies" (EL) and "Big Cat" (EL), \$10.000.

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No New Hobbles Vs. U.S. Pix in Europe Seen by RKO's Bellfort; B.O. Holds

There's no threat of new restrictions against U. S. films in his territory, according to Joseph Bellfort, RKO's continental European who arrived in New York

tions against U.S. films in his territory according to Joseph Bellritory, according to Joseph Bellfort. RKO's continental European
manager, who arrived in New York
last week for homeoffice huddles
after 18 months abroad. Expressing optimism that the turning point
has been reached, he cited improving conditions in Scandinavia,
termed the Italian situation
'bright' and noted that the company was looking forward to operating in Germany next January.
RKO's earnings, Bellfort emphasized, are keeping up with last year
and may even surpass the 1948 figure. With "Joan of Arc" now
scheduled for day-and-date release
throughout October in all key
cities of western Europe, the RKO
continental chief added that he was
confident that company billings
would be increased in every territory. Picture's distribution will be
preceded by a gala, invitational
charity preem to be held at the
Paris Opera.

Bellfort minimized reports of
'anti-American' film legislation recently passed by the Italian government. He explained that a
clause in the law enables the government to help the exhibitor by
fixing a maximum film rental "in
case of necessity." However, this
hasn't been finalized, he said, and
added that there's a good chance
that the legislation may be adjusted to the satisfaction of American distributors. Part of the same
law compels U. S. film companies
to pay a 2,500,000 lire tax on each
film brought in with proceeds used
to subsidize native production.

Turning to France Rellfort said

to pay a 2,500,000 lire tax on each film brought in with proceeds used to subsidize native production.

Turning to France, Bellfort said that the French government is living up to its remittance obligations with current earnings being paid the currency average rate in with current earnings being paid at the currency exchange rate in effect at the time of the remittance. Noting that part of RKO's frozen francs are being thawed in the company's Alps locationer, "White Tower." now before the cameras, he also observed that some of the majors are converting blocked majors are converting blocked francs into dollars by a variety of other transactions with govern-ment approval.

Bellfort, who replaced Wladimir Lissim as RKO's European man-Lissim as RKO's European manager, returns to his Paris headquarters in mid-September. Lissim, incidentally, is now with Sir Alexander Korda's London Films in a similar capacity.

Spanish Gov't Pushing Pix Industry Via S. American Confabs in Madrid in Nov.

Madrid, Aug. 16.

Madrid, Aug. 16.

Great efforts are being made by the Spanish Ministry of Education, supported of course by the government, to make a big affair of the Second Congress of Spanish-South American Cinema, which will be held in Madrid in November. There will be a convention of Spanish and South American producers, actors and technicians, and ducers, actors and technicians, and an exhibition of films produced in Spanish-speaking countries. The Cinema Workers Syndicate will

present a huge publication extol-ling Spanish production. The Syndicate will distribute 1.-250,000 pesetas (about \$62,000) in prizes to the best Spanish films of 1949. This is, of course, another prizes to the best Spanish films of 1949. This is, of course, another form of indirect subsidies given by the Spanish government to its own film industry. Syndicate also announces that it will give about 500.000 pesetas (\$25,000) in prizes to the best stories submitted by cititens of Spanish-speaking countries if they extoil the ties between Span and South America.

A new private agreement is announced between Spanish producers and Mexican distributors and a first package of six Spanish films to already being exhibited in Mexico.

The famine of good American production in Spain has produced a reissue of Metro's "Ninotcka." which is proving an enormous suc-cess.

Mex Legit in Madrid

Madras May Cut U.S. Films In Dollar Import Crisis

Madras, Aug. 16.
Due to critical dollar situation it is believed Ceylon will have to cut imports calling on its dollar resources. First victim under dollar cutting axe would be films.

Present statistics indicate Ceylon imports U. S. films with an exhibition value of \$232,000. The Island also imports British films valued annually at \$86,500.

Necessity of cutting down dollar imports into India may switch over buying of equipment to the United Kingdom, say equipment leaders

Portugal Pic Biz Slumps; Italy OK

Washington, Aug. 23.

Washington, Aug. 23.
Motion picture business had a big year in Portugal in 1948, but it has slumped off substantially this year, according to the Motion Picture-Photographic Branch of the U. S. Dept. of Commerce. Report for last year shows that exhibition soared and that, while only five films were produced, they were much better than the five turned out during 1947.

"Through its acquisition within

out during 1947.
"Through its acquisition within the last two months of Cinelandie, a very small Lisbon studio," continues the report, "and the majority of the stock of Tobis Portuguesa, Lisboa Filmes now controls all existing production facilities in Portugal. These consist of three studios, all located in the same Lisbon neighborhood; in fact the properties of Lisboa and Tobis, the two chief producers, adjoin and their activities can easily be coordinated."

Other countries on which Commerce reported:

merce reported:

PERU: New censorship has been installed which prohibits exhibition of following types of films—anarchical and communistic and "those which are contrary to patriotic sentiments; crime films in which the criminal goes unpunished; and morbidly sensual themes leading to "gross exaltation of passions." of passions."

ITALY: The industry is definite-ly on the upbeat even though the ly on the upbeat even though the number of pictures produced last year was only 50 compared with 57 the previous year. Durling 1947 and 1948, the U. S. spent nearly \$3,000,000 of blocked lira in Italy making pictures. There has be substantial construction of new theatres since the war, and about theatres since the war, and about 7,500 35m houses are regularly operating now.

operating now.

CHILE: Although there is now no law requiring that a percentage of domestic pictures be included on each program, distributors believe such a law is not far off, to stimulate Chilean production. The only 35m studio in the country is now government—controlled.

The only 35m studio in the country is now government—controlled.
SWITZERLAND: New Swiss
Film Chamber, composed of 27
persons, has been set up. distinction of all film service in the country, provide advice and information toward regulating and encouraging the cinema; serve as lialson between the industry and government circles; push for inter-cantonal cooperation in regulating the cinema, and serve as an intertonal cooperation in regularing the cinema, and serve as an inter-mediary between the various parts of the motion picture industry.

Churubusco Studios Now Showing Small Profit

Mexico City, Aug 16. Founded in 1945, the Churu-

busco studios are now showing a small profit, according to Emilio Azcarraga who holds the controlling interest in the plant

Madrid, Aug. 16.

Mexican legit company, starring
Andrea Palma, will open end of
August in Madrid at Teatro Lara
with "La Iliedra" ("The lvy"), by
Mexican playwright Xavier Villauratio.

Mexican playwright Xavier Villauratio.

Ealing to Make Biopic

Sydney, Aug. 16.

Sydney, Aug. 10.

Eric Williams, production chief here for Ealing, announced on return from London that arrangements have been made to film the life story of Aussie star planist Eileen Joyce.

Indie unit will make the plc. with Michael Gordon, British producer, flying in next week to get things underway. Pic, tilled "Prelude," goes before the cameras in October

Edinburgh Fest Opened By Beecham; 200 Films In From 28 Countries

Edinburgh, Aug. 23.

Edinburgh, Aug. 23.
Edinburgh's third International
Festival opened Sunday (21) with
gala ceremonles and a symph concert. Sir Thomas Beecham leading
the London Philharmonie at Usher
Hall. Flow of U. S. visitors is
sizeable. sizeable.

Burgomasters of Europe, and provosts and mayors of Britain, joined in a colorful procession down the Scot capital's historic Royal Mile for a welcome cere-mony in forecourt of Holyrood-

Planing in over the weekend was the Ballets des Champs Elysees, for a three-week season of six ballets. Members of Berlin Philharmonic Orchestra also came

by air.

T. S. Eliot's comedy, "The Cocktail Party," had its world preem last night (22), getting a mixed reception. Problem play was alternately considered profound and trivial.

There's little "whisky galore," as Seot phrase says. But ample supplies are sufficient for thousands of visitors. Cigarettes are here from

piles are sufficient for thousands of visitors. Cigarettes are here from makers in generous quantity. City's floral decorations cost £10.000 (\$40.000), cleaning, renovating and reconstructing the Festival buildings cost £10.000 (\$40.000) more.

Documentary film festival, part of bigger longhair junket, was attended last weekend by Robert Flaherty, Sir Stephen Tallents (former secretary of Empire Marketing Board), and John Grierson (Controller, Films Division, British Central Office of Information). One disappointment is that the Halian film, "Bicycle Thieves," won't be shown now, as a London distributor has acquired rights for the United Kingdom. Two special performances of children's films will be staged for younger Festival fans.

From 28 countries come 200

will be staged for younger resuvarians.

From 28 countries come 200 films. Honor for opening went to "Berliner Ballade," most ambitious German opus since war days. It shows effect of occupation on German-in-street. Other notable entries are Sweden's Siam-made "Handful of Rice" and Russia's "First Year at School," account of that period as seen through eyes of a Russian child. a Russian child.

BRIT. LION IN FURTHER \$4,000,000 GOVT. LOAN

Harold Drayton, head of Sir Alexander Korda's British Lion Film Corp., has obtained a further grant of more than \$4,000,000 from the government's Film Finance Corp. to back the company's pictures which are already in production, as well as provide for others that are due to be made. Firm has completed seven pix, with four already in release, while five are now before the cameras.

British Lion's present loan represents an advance. It's generally understood that further money to talling around \$24,000,000 will be talling around \$24,000,000 with be required before all the pictures projected are finally completed. Loans are to be paid out of the films' earnings. Meanwhile, the Film Finance Corp, holds a general debenture on the company.

Stuart Still Ill

Stuart Still III

Sydney, Aug. 16.

Herschel Stuart, veteran American theatre and production exec. is still confined to St. Vincent's Private Hospital here.

Stuart came to Aussie in 1941 to join the Host circuit. In recent months he's been in falling health.

Other Foreign News on Page 17

On Aussie Femme Pianist Metro's 'Raiding' of MPEA Staffers In Germany Gets Other Reactions

Maas to Germany
Irving A. Maas, v.p. and general manager of the Motion
Picture Export Assn., is scheduled to fly to Germany tomorrow (Thursday) to set up the
service facilities which the
MPEA will undertake for the
major companies when co-op
selling ceases there after next
Jan. 1. He will also "straighten
out problems that have arisen
during the transitional period"
— which are primarily loss
of personnel to companies
which are setting up their own
staffs in Germany.

On his way to Frankfurt,
Maas will stop in Paris for a
meeting with the major companies' Continental managers.
He'll be away about two weeks
in all.

Tel Aviv Gets Pix Bldg. Boom

Last week saw the reopening of two first-class film houses in Haifa. The houses are the Amphitheatre, which was closed for renovation over 18 months, and the Bamah, over 18 months, and the Baman, on Mt. Carmel, which was closed at the beginning of the Israeli-Arab war, since, being openair, it could not show for blackout precautions.

In Tel-Aviv, the construction of a 600-seat firstrun house is being completed, and it is expected that the house will open end of October. the house will open end of October. The construction on another two houses, one of 1,500 seats in the centre of town, and another 800-seater in the north of Tel Aviv. was started some time ago. It is believed that these two houses will be ready within 12 months. In addition, two other houses of 1,000 seats each are planned and after these houses will be put up. Tel Aviv will have 12 firstrun cinemas. American distributors have been faced with the problem of booking their films during the last 12 months, on account of the fact that

INEX'S 8 U.S. PIXERS SEEN

IN 20% LABOR PAY HIXE
Mexico City, Aug. 16.
Managers of the eight major
American pix companies operating in Mexico are undisturbed by demands to Manuel Vazquez Ramlrez, the Labor Minister, from Pedro Tellas Vargas, see, gen. of the national cinematographic industry workers union (STIC), for a 50% pay hike, to feature revision of the two-year work pact made in 1947 that is about to expire.

Said STIC members the American pix companies of the national cinematographic industry workers union (STIC), for a 50% pay hike, to feature revision of the two-year work pact made in 1947 that is about to expire. workers union (STIC), for a 50% pay hike, to feature revision of the two-year work pact made in 1947 that is about to expire. Vargas said STIC members who work for the Americans must have more coin because of steadily soaring living costs in Mexico.

Labor Minister told Vargas that STIC members must hold thair de-

Labor Minister told Vargas that STIC members must hold their de-mands to a just proportion, so as not to aggravate Mexico's economic situation. Pic trade opinion is that a strike will be avoided, but that the Americans must give STIC members a 20°; pay lift, same as they did in 1947.

Companies involved are Warners, Paramount, Metro, Columbia, RKO, U.A. 20th-Fox and U-I.

Year's Net \$104,755 For Loew's Theatres, Toronto

Troonto, Aug. 23.
On admitted slightly lower attendance, earnings of Marcus
Loew's Theatres (Toronto) Ltd.,
will not be as good for the fiscal
year, ending Aug. 25, as in the
previous 12-month period. But
increased admission prices are
helping to offset rising operating

with Loew's operating two major houses here, the Uptown (2,743) and Downtown (2,096), the net profits for the last fiscal year totalled \$104.755, or \$13.97 per common share, a high return. Working capital a year ago was \$304,226.

Metro's "raiding" of Motion Picture Export Assn. personnel in Germany came in for another attack by foreign managers of other majors at a meeting in New York Monday (22) at which a decision was virtually made to continue the MPEA as a service organization when companies start individual selling in the Reich next Jan. 1. Metro's "raids," plus counter-protective forays by Warner Bros., are said to have so weakened the coop distribution setup that it threatened its existence.

med its existence.

Metro's hiring away MPEA per-Metro's hiring away MPEA personnel for its own organization has upset the other companies. They had planned right along to retain the MPEA for physical handling of their product after Jan. 1, but for a time feared there wouldn't be adequate help left to carry on. As a result, there has been some indecision, which will be finally resolved at a meeting tomorrow (Thursday).

It was said that not only might there not be enough personnel to It was said that not only might there not be enough personnel to operate after Jan. 1, but that the raids threatened the continuance of the organization even until then, since M G and Warner Bros. were taking people away as fast as they hired them. WB was luring the MPEA employees as protection when it saw the way the wind was blowing. blowing.

blowing.

WB will not need all the people it lined up if, as expected, the decision is made to continue the MPEA service operation. WB will function physically through the Association, as will all the companies but Metro, which will work entirely on Columbia, which sell their product outright in Germany.

Metro spearheaded the move

outright in Germany.

Metro spearheaded the move which started the breakup of the MPEA as a centralized sales organization. M-G's decision to break away and set up for itself caused the other companies to follow suit rather than be caught unprepared when the day comes that the move is made really significant by the fact that coin will be released for export and Germany will become a profitable territory.

One of the tough problems in the Reich is difficulty in getting capable and experienced personnei. That's why Metro was forced into acquiring personnel from the

Cape Town, Ang. 16.
Threatened U. S. film shortage in South Africa brought about by 50% cut in picture imports under government's dollar conservation program, may be alleviated by new plan with which government is reported to be diskering.

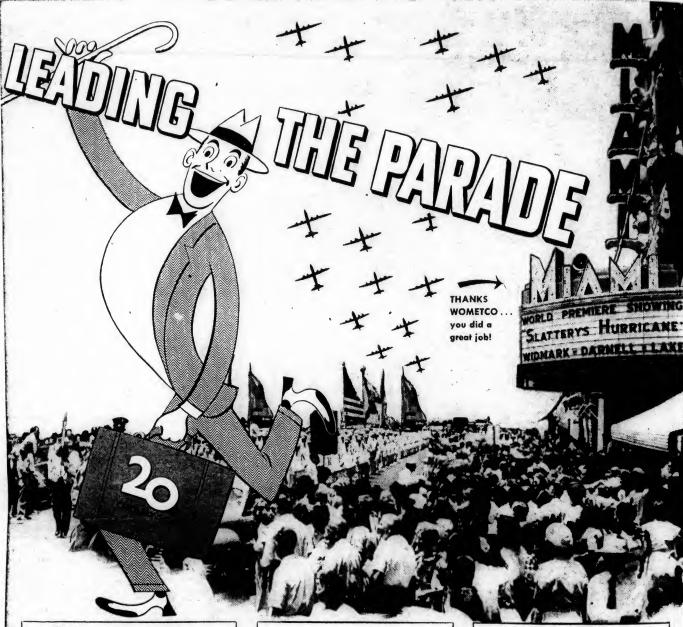
plan with which government is reported to be dickering.
Idea is, briefly, that U. S film industry will continue to send its full quota of films to South Africa, but that only $50^{\circ}c$ of this will be paid for in the U. S. The remaining $50^{\circ}f$ of the payment will be invested by the film companies in South Africa. The form of investment will be specified by the Treasmy Dept., in consultation with the Dept. of Commerce and Industries.

Industries.

Scheme has already been put in Scheme has already been put in-to practice in connection with im-portation of whiskey from Great Britain, and idea is said to have led to inquiries from other quar-ters including Hollywood. This barter arrangement will have the threefold effect of pre-venting excessive export of dollars, recording dollar investment in

Providing dollar investment in South Africa and insuring that customs revenue derived from film imports does not drop.

Variety Club of London's first effort, a midnight matinee at the Coliscum Sept. 22, is to be in aid of the National Playing Fields fund.





LEADS "Belvedere," "Letter to Three Wives," in 100date Florida opening! Hold-Over in Boston! Storming thru Los Angeles, Providence, New Orleans, New York City. Portland, Me.! Nothing ever hit like Widmark!



LEADS in Labor Day dating! 4th Week at the Rivoli Theatre, N.Y.C., bigger than 3rd! Hailed "Picture of the Week" by Life, Look-and "Picture of the Month" by 20 top National Magazines!



LEADS in Acclaim! "Funniest picture I have seen-bar none!"

-Jay Emanuel

"Grant and Sheridan make it a cinch boxoffice winner!" -Variety It's the same in all the

trades!

There's No Business Like 200



ABPC Sets Sextet of Pix for Season At Cost of \$4,000,000; WB Making Two

London, Aug. 16.

Associated British Picture Corp.
has an exhaustive production lineup with a steady flow of pix, both
at Elstree and Welwyn, which will
take them right to the end of June.
Currently at Elstree is "The Intruder," by Ivan Foxwell, with Roy
Kellino directing. This will be
followed by "Portrait of Clare,"
adaptation from Francis Brett
Young's novel, with Lance Comfort
directing. "The Emperor's SnuffBoa," by John Dixon Carr, is the
first pic to be produced by George
Maynard, former production chief
for Herbert Wilcox. This will be
directed by Bernard Sewell. Also
of importance is an original by J.
B. Priestly titled "The Last Holiday," which will be done in
conjunction with Stephen Mitchell,
who looks after Priestley's enterprises.
"Franchise Affair," by Josephin
Tey, is another one of ABPC's pix
Readded This will be directed by
leaves for the U. S. this work
leave

prises.

"Franchise Affair," by Josephine Tey, is another one of ABPC's pix akedded. This will be directed by Laurence Huntigton, and will costar Michael Denison and Dulcy Gray. Finally, there's Thomas Hardy's classic, "The Mayor of Casterbridge," in which Stephen Murray will probably be starred, with Thorold Dickenson directing. On top of these, there are two Warner Bros. First National productions, subjects and stars of which are not assyet set. One is skedded for early October, with the second following around early February next year. Understood stars and directors will be import-

February next year. Understood stars and directors will be import-

stars and directors will be imported from Hollywood.

Understood, too, that cost of the ABPC's sextet will exceed \$4,000,-000; on top of which the two Warner Bros. - F. N. pix will touch an easy \$2,500,000.

London Theatre Situash Mixed: Parnell, Delfont Plans Snafued By Flops

Plans Snatued By riops
London, Aug. 16.
Original intention of Vai Parnell to stage Bernard Delfont's
"Folies Bergere Revue" at the Paladium Sept. 19 is now out. Delfont's intention to put the "Folies" into the Saville, to reptace his musical "Rundabout" which is not clicking, is also out.
Instead, latest move is for Parnell to put "Folies" at London Hippodrome, where his current show "Her Excellency," in conjunction with Jack Hulbert, now in its ninth week, is not picking up as expected.

ed.
Delfont is minus an attraction for the Saville, but is dickering with Marshall Elson to bring over "Brooklyn, U. S. A." which originally played on Broadway years ago, as "Murder, Inc." If deal eventuates, Lionel Stander, who has interest in show, will come over to star with the Dead End Kids.

Parnell is still toying with the idea of bringing in George and Alfred Black's "Midsummer Madness," the Opera House Blackpool, hit. This, however, will not be available till end of October. which means that the Palladium vaude-wille policy will have to be extended from Sept. 19, a rather difficult project, as to date, there's nothing booked for the Palladium after the three weeks' season of The Ink Spots, who open there Aug. 29. If latter do well, it's more than likely they will be held over. Parnell is still toying with the

But at present anything is likely to happen, with the theatre situation in the West End as it is.

Brit. Pixer in Aussie

Australia, Melbourne, Aug. 16.
Australia, Melbourne, Aug. 16.
Australia, Melbourne, 498-seater, operated by the Charics Munro-Maurice Sloman interests, comes in with British first-release policy after a pair of revivals. Pix come from Gaumont-British through 20th-Fox. It'll help present backlog in British pix.
First in will probably be "Miranda."

Kalmans Due End Sept. in N. Y.

Vienna, Aug. 16.

Vienna, Aug. 16.

Composer Emmerich Kalman
and wife are resting in Bad Gastein, after an extensive European
trip.

They pian to be back in N. Y.
end of September.

Talks on German Pix

Paris, Aug. 23.
Nathan D. Golden, head of the
S. Commerce Dept's film dission, has arrived in Paris to disvision. has arrived in Paris to discuss the confused German situation with Marion Jordan, Motion Picture Export Assn. rep, who is due here soon. Golden will also receive a report on the Italian situation from Eugene Van Dee, MPEA rep, who is slated to return from talks with Italian officials in Venice and Rome.

Meanwhile, Gerald Mayer, continental chief for the Motion Picture Assn. of America, is trying to arrange compensation deals for U. S. distribs in Sweden and France. Golden, accompanied by his wife, leaves for the U. S. this week.

SABC May Lift Politics Ban

Johannesburg, Aug. 9. The South Africa Broadcasting Corp. board of governors is con-The South Africa Broadcasting Corp. board of governors is considering allowing politics to be discussed on the air, according to Gideon Roos, director general of the SABC. Hitherto a strict ban has been imposed on all broadcasts of a party political nature, and discussions on controversial subjects are only permitted under stringent conditions. Some of these rules are that both sides of a question must be presented in the same broadcast, that the subject was in the public interest, and was not likely to offend the susceptibilities of any section of the public. Just how difficult the question of these broadcasts is, is given by protests which are continually being made by the nationalist press regarding the BBC news service. The SABC relays the BBC news for a 15-minute period twice a day, and on one or two occasions the BBC has given prominence to political speeches made by General Smuts. The nationalist press is calling for a promise from the BBC to exclude political references in these newscasts, which the BBC refuses to give.

IRISH RADIO NOW OGLES SPONSORS: EASES BAN

Dublin, Aug. 16.
Radio Eireann, Ireland's statecontrolled radio which has hitherto
been chilly to sponsors, is now out
to ogle the agents in a big way.
One old ban, on cosmetic advertising, has been tossed in the ashcan, but the nix is still on liquor
and natent medicine neddlers

can, but the nix is still on liquor and patent medicine peddlers. Station in Dublin will shortly offer early evening (pre-5:30) time to sponsors, as soon as extra studio space is ready. Reason for the sudden change of heart is reportedly due to need of extra cash to bankroll a shortwave stallon project, due on the air this fall, without putting up the cost of broadcasting on the national balance sheet, which would bring a sharp rejoinder from Finance Minister Patrick McGilligan.

Filipino Radio Nixes Any Polit. Speaker Curbs

Any roll. Speaker Curbs

Manila, Aug. 9.

A policy of giving political speakers "the widest possible latitude of freedom" in the use of the radio has just been adopted by the Republic's Radio Control Board.

The new policy was the offshot of an inquiry from William J. Dunn, exec veepee of the Manila Broadcasting Co. and war correspondent, who submitted a draft of suggested rules which, he said, was based on prevailing practices in the bigger networks and stations of the U. S.

the U.S.

The original draft as suggested by Dunn would require speakers to submit their scripts not less than 48 hours before broadcast time. This was rejected by the board on the ground that such a practice could result in curtailment of the freedom of speech.

IRISH FILM CENSOR TO PLAY GANGSTER IN PIC

Dublin, Aug. 16. Liam O'Laoghaire, who depu-zes for Irish film censor Richard tizes for Irish film censor Richard Hayes, is to play an Irish gangster in Leinster Films' The Iron Staircase," currently being directed here by Desmond Lestie. O'Laoghaire has edited a couple of documentaries, and made brief appearances in locally-produced documentaries, but this is his irist character role.

ter role,

He is the author of the book,
"The Film," and film critic for the
hlghbrow weekly, The Lender.

French Seen Seeking \$ Guarantees on Films: Italo Skyhigh Demands

French producers are now insisting upon minimum guarantees in dollars when selling U. S. dis-tribution rights to their films. Demands of the Gallic filmmakers were revealed in New York last week by foreign film distributor Albert Spalter, who heads Spalter. International Pictures. New attitude of French studios, he explained, stems from their belief that they're not gaining the amount of dollar income from their product that they think they should.

Spalter, who recently returned from a seven-month product hunt through Austria, Italy and France, claimed that producers in the latter country are hampering their chances in the U. S. by turning out films which they think are geared to the tastes of the American public. He teels that only pictures containing a genuine, Continental flavor are logical contenders for the U. S. art house dollar.

In his swing through Italy Spalter, who recently returned

doilar.

In his swing through Italy, Spalter said he was amazed by the astronomical sums asked by Italian producers for U. S. distribution rights to mediocre product. Unquestionably, he holds, their attitude has been influenced by the success of certain of the better Italian pix in the American market. At any rate, prices sought by the Italo filmmakers were too "prohibitive" to warrant any purchases by the American distrib. "prohibitive" to warrant any pu chases by the American distrib.

chases by the American distrib.

During his stay in France
Spalter picked up six pictures.
These include "Red Angel," with
Paul Meurisse; "Hour for Murder,"
with Louls Jouvet; "Gigi," based
upon Colette's novel; "Elernal
Conflict," with Annabella; "Seduction," and "Bacchanale." Three of
these films were acquired from
Francinex, while Codos supplied
two. Spalter is also contemplating
stepping into French production
next spring with a series of pix to
be budgeted "around \$100,000."

'Paradise' in Rome

Rome, Aug. 23.
"This Side of Paradise" began "This Side of Paradise" began shooting in Rome yesterday (Mon.) with Geraldine Brooks and Rossano Frassi in the lead voles, Ferrucio Caramelli is producing. Pic will be released through the Motion Picture S. es Corp., U. S. distrib company.

Current London Shows

Current London Shows
(Figures show weeks of run)
London, Aug. 23.

"Anna Veronica," Piccadilly (14).
"Annie Get Gun," Col's'm (146).
"Beau Strategem," Lyric (17).
"Brigadoon," Majestic (19).
"Black Chiffon," West (17).
"Black Chiffon," West (17).
"Daphne," Wyndham (22).
"Death of Salesman," Plinx (4).
"Edwina Black," Ambas. (6).
"French Without Tears," V. (10).
"Happlest Days," Apollo (74).
"Harvey," Prince of Wales (34).
"Her Excellency," Hipp. (9).
"Her Excellency," Hipp. (9).
"Ice Vogues," Empress (9).
"Ice Vogues," Engress (9).
"Lady's Burning," (Globe (16).
"Latin Qt, Revue," Casino (23).
"Love Albania," St. James (6).
"Male Animal," New (9).
"Oklahoma!," Drurv Lane (116).
"On Monday Next," Comedy (12).
"One Wild Oat," Garrick (38).
"Sauce Tarlare," Cambridge (14).
"Song of Norway," Palace (7).
"Third Visitor," York's (11).
"Together Again," Vic. Pal. (124).
"Tough at Top," Adelphi (6).
"Traveller's Joy," Criterion (63).
"Tougs Wives Tale," Savoy (6).

Entertainment Tax Cripples Brit. Pix. Says Rank; More Unemployment Due

Joe Friedman's 'Take It Easy' at Bevhills Home Joe Friedman, longtime manag-ing director for Columbia Pictures in Great Britain, returned to Amerin Great Britain, returned to America on the Ile de France in company of Harry Cohn, president of the company. Friedman resigned his post, succeeded by Max Thorpe, his aide, because of a protracted illness, and now plans to "take it easy."

Glasgow, Aug. 16.

Entertainment tax is crippling Britain's film industry, J. Arthur Rank said here today (16). The industry hadn't yet spoken out against it as one voice, he told VARIETY, but producers, exhibitors and the trade unlons would now combine, he said, to take matter up with the British Exchequer. Rank foresaw more unemployment if solution were deiayed.

British films needed a world market if they were to make profits, he also added. A producer, Rank said, could make a film for £140,000 (\$560,000). This would take in coin to value of £500,000 (\$2,000,000) went back to the producer. When the others bills were paid there was a loss of £50,000 (\$200,000). That was what happened, Rank said, if the pic sold only in Britain.

Rank, a c c o m panled by Sir Michael Balcon and John Davis. With his married daughter sct-tled in Canada, and his son, Sey-mour Friedman, directing for Col in Hollywood, the vet distribution executive and his wife are motoring west in easy stages via a Detroit stopoff, departing today (Wed.). Friedman has a home in Beverly Hills and plans sojourning west on personal business until at least the first of the year.

pic sold only in Britain.

Rank, a c c o m panled by Sir
Michael Balcon and John Davis,
trained here from Loudon for
Scottish premiere of "Whiskey
Galore," unanimously accialmed
by Scottish crlx. It cost under
£ 140,000 (\$560,000) to make,
using location unit on Hebridean
island of Barra. Five islanders
flew here for the Scottish preem,
held seven weeks after film's first
showing in West End of London.

New Film Color Process in Venice

Venice, Aug. 16.
A new film color process, Italcinecolor, was previewed here today (16), for the press. Based on
the four-image, four-filter system,
its inventor, Luigi Cristiani, ciaims
its use of black and white film,
plus optics developed over period
of several years by Italy's Gailieo
lens factory, make it three times as
sensitive as other color systems,
besides being very economical.
Cristiani claims two advantages
over other systems. One is possibiitly of "painting" on film by controiling intensities and shades of
desired colors in the camera instead of the lab. Other is the
possibility of making color prints
from Italcinecolor b&w negatives
on any other type of color film on
the market by means of another
machine he's developed, still retaining the values achieved by Italcinecolor lensing. Latter process,
Cristiani hopes, will also permit
immediate commercial use of his
system in normal channels until
cost of projection attachment required to project b&w film drops
to commercial level, allowing wide
distrib. Results seen are okay,
but colors aren't bright enough.
Using same four-image system,
Cristiani has developed his Stereocolor, in which his color process is
applied to stereo. Polaroid glasses
however, are required, and colors
in first film, shot a few days ago
and also screened here, aren't true
enough, results being closer to a
bl-chromal film process. The Inventor expects his Stereocolor to
he perfected and ready for full
commercial use within a year.

THIRD QUEBEC FRENCH FILM SHOT IN 18 DAYS

"Le Cure de Village." third major French film from the Quebec Productions studio in St. Hyacinthe, Quebec was completed last Wednesday (17) after 18 days of shooting and well under budget. Exceptional weather made the 18-day period possible as most scenes called for outdoor locations. Film will be released in November. Next film slated for immediate production is a sequel to "Un Homme Et Son Peche," which is still doing good business throughout Quebec. "Peche," which returned it's production costs in the first five weeks, is now being readied with English subtiles for

first five weeks, is now being readied with English subtitles for showing in Lewiston, Me., and throughout the French-speaking parts of New England. U. S. opening should take place between Sept. 1 and 10.

Hayward to Produce Pic

Rome, Aug. 16.
Actor Louis Hayward arrived in Rome yesterday (15) with bis brother and sister-in-law, the John Haywards. They planed in from London and plan to stay in Italy some time.

Haywards. They planed in from London and plan to stay in Italy some time.

Hayward recently finished a pic, "Pirates of Capri," made in Italy, in which he starts. He has plans for producing a film in Italy.

He'll return shortly to Holly-in which he starts. He has plans for producing a film in Italy.

Mex Prepping Code To Prevent TV Monopoly; 26 Stations Due in '50

Mexico City, Aug. 16.

Mexico City, Aug. 16.

Preventing television from becoming a monopoly in Mexico is
the feature of the video code-law
President Miguel Aleman is preparing for submission to the 194950 federal legislature that opens
Sept. 1, according to the ministry
of communications and public
works, ruler of air affairs here.

works, ruler of air affairs here.

Ministry revealed that as video is still an experiment in Mexico the code-law could have been presented to the legislature some time ago but President Aleman desired to observe experiences with the Lest form of entertainment in the U. S., Great Britain and France. Taking those observations into account, the code-law is as perfect as can be drawn up at present, the ministry said. The ministry indicated that ample capital to make video a bushess is now available in Mexico. in Mexico.

in Mexico.

Preventing monopolies phase of
the law means no special franchlases or privileges to anybody,
that all solvent companies and individuals will have equal rights to
video Jicenses and with full government guarantees, the ministry
explained. Ministry will be ready
to act on video franchise concessions as soon as the legislature
okays the code-law.

Expecting a video franchise is

okays the code-law.

Expecting a video franchise is Emilio Azcarraga, operator of the big local radio stations, XEW, XEQ and XEOY (Radio Mil). He's organizing a company of Mexican capitalists for television operation. Video was recently successfully tested at the Cine Alameda, one of the three firstrun cinemas he operates here with other toppers of the Cadena de Oro (Golden Chain' circuit.

Azcarraga sees at least 26 video stations in service here before the end of 1950.

208 Spanish Films Made In '48; 46 Long Subjects

Barcelona, Aug. 16.
Spanish film production for 1948
totaled 208 pix. There were
46 long features costing \$2,857,-142.30, and 162 short subjects costing about \$57,142.86. This total
was produced by 33 different companies.

was produced by 55 dame to 52,Raw film imported came to 52,480,000 feet, mostly from the
United States and England.

GREENBERG QUITS FAR EAST

That Midnight Kiss
(SORS—COLOR)

Metro release of Joe Pasternak production. Stars Kathryn Grayson, Jose Iturbi, Ethel Barrymore, Mario Lanza; features Keenan Wynn. J. Carrol Naish, Jules Munchelle Williams, Joseph Miraton, Joseph Miraton, Stars Kathryn Grayson, Jose Chenghay, Bruce Manning and Tamara Hovey, camera, Robert Surtees; editor, Gene Ruggiero; songs, Jerome Kern and Herbert Revnolds. Bornistau Naper and Boh Rusning time, 96 MINA, Aug. 16, 49. Running time, 96 MINA, Aug. 16, 49. Runni

Producer Joe Pasternak has established a neat pattern during his Metro tenure of turning out almost consistently good grossers via a Technicolored musical format. That Midnight Kiss" helps cement the habit. With the usual thin but Technicolored mušical format. "That Midnight Kiss" helps cement the habit. With the usual thin but amiable story, a couple of strong production numbers and a long list of Metro stars and featured players, this one should have little trouble in drawing 'em. In addition, the film introduces a potentially smash b.o. draw in tenor Mario Lanza, recruited by M-G from grand opera, whose standout singing and capable thesping should provide an extra word-of-mouth fillip for exhibitors.

Lanza, judging from this initial effort, should emerge a big attraction. His voice, when he's singing opera, is excellent. In addition, far from resembling the caricatured opera tenor, he's a nice-looking youngster of the "average American boy" school who will have the femme customers on his side from the start. Completely at ease before the cameras, he's no great actor but handles his thesping chores adequately.

chores adequately.
Story, which casts Lanza as an ex-GI truckdriver who scores as an unknown in a Philadelphia opera ex-GI truckdriver who scores as an unknown in a Philadelphia opera company, gives him plenty of chance for tenoring. Best of his numbers is "Celeste Aida" from Verdi's opera. He also duets with Kathryn Grayson on the Jerome Kern. Herbert Reynolds oldie, "They Didn't Believe Me," and croons "I Know, I Come off too well, however, because his voice can't ride to its fullest. Ductting on the classics with Miss Grayson also doesn't show Lanza to full advantage. Because of poor recording, her voice completely overshadows his.

With the exception of Lanza's intro, "Kiss" is along the general M-G musical lines. Original screenplay by Bruce Manning and Tamara

Intro, "Kiss" is along the general M-G musical lines. Original screen-play by Bruce Manning and Tamara Hovey has Ethel Barrymore as a wealthy Philly blueblood, who attempts to compensate for her own operatic frustrations by financing a civic company to star her grand-daughter, Miss Grayson. Jose Iturbi, as the maestro, agrees to audition Lanza after Miss Grayson discovers him. When the temperamental tenor originally booked to co-star with Miss Grayson quits, she convinces Iturbi to give Lanza the big chance. Latter also walks out after a lover's quarrel but returns in the nick on opening night to take over for the big finale. While Lanza will draw the notices, rest of the cast performs well under the skillful direction of Norman Taurog. Camera at times isn't too kind to Miss Grayson but her soprano pipes sound good and her thesping is appealing. Miss Barrymore is fine in a role that doesn't require too much of her acting talents and Iturbi, besides giving his piano a sock workout, also demonstrates considerable act-

acting talents and Iturbi, besides giving his plano a sock workout, also demonstrates considerable acting ability. Keenan Wynn plays his standard comedy role as Lanza's buddy and J. Carrol Naish scores in a role that duplicates his "Life with Luigi" radio character, as Lanza's Italian father who also

Woman Hater

"Woman Hater" (Rank), being tradeshown in New York today (Wed.), was reviewed in Variety from London Oct. 27, today (Wed.), was reviewed in Variety from London Oct. 27, 1948, by Myro. Film revolves around a farcial situation developing from the meeting of a man and woman who are avowed haters of the opposite sex. According to Variety's reviewer "their long drawn out tussle is sorely in need of pruning if the producers have any designs on the American market." Stewart Granger and Edwige Feuillere star in the pic and many of their frivolous interludes lose much of their value due to obviously contrived situations and universal is releasing the film in the U.S.

Miniature Reviews

"That Midnight Kiss"
(Songs-Color) (M-G). A pat
musical introducing bright
new tenor, Mario Lanza; good
b.o.
"Prince of Foxes" (20th).
Tyrone Power, Orson Welles
in slow-action period melodrama.

in slow-action person drama.
"Sword in the Desert" (U-I). Exciting drama on the Pales-tine war; earmarked for solid business.

"The Adventures of Ichabod
"Songs-Color) and Mr. Toad" (Songs-Color) (Disney-RKO). Delightful full-

(Disney-RKO). Delightul full-length cartoon.

"Black Magie" (UA). Orson Welles in an overly-dramatic costumer; will need plenty of hep selling.

"Arctic Manhunt" (U). Slow moving frozen north drama for the duals.

"Desert Vigilante" (Col). Soso oatuner in the Charles Star-rett-Smiley Burnette series. "Train Of Events" (GFD). Fine British thriller about a

Fine British thriller about a train wreck. "Wild Weed" (Indie). Lila Leeds in exploitation meller about evils of dope. "The Agitator" (British). A minor item.

sces his own frustrations to sing opera recouped by his son. Jules Munshin displays his comedic talents, socking across one of his pantomimic bits when he takes over to baton the orch. Thomas Gomez, as the bombastic, hammy and untalented tenor, is excellent and Marjorie Reynolds pars the rest of the cast as Lanza's first love.

Film closes on a somewhat somete through an obvious attempt to play down to the audience. Apparently seeking familiar music for the big opera finale. Pasternak had some innocuous stilted lyrics written for a theme from Tchaiskowsky's Fifth Symphony. Staging and scoring are both static, which doesn't do either Lanza or Miss Grayson any good. Technical credits are up to the usual top Metro standards.

Prince of Foxes

Prince of Foxes

20th-Fox release of Sol C. Siegel production. Stars Tyrone Power, Orson Welles, Wanda Hendrix; features Marina Berti, Everett Sloane, Katina Pazinou, Felix Aylmer, Directed by Henry King. Screenplay, Milton Krims, from novel by Samuel Sheilabarger; music, Aifred Newman; camera, Leon Shamroy; editor, Barbara camera, Leon Shamroy; editor, Barbara (Samera, Leon Shamroy; editor, Barbara (Same

Running time,	107	MINS.	_	
Orsini			Tyrone	Power
Cesare Borgia.			. Orson	Welles
Camilla			.Wanda H	endrix
Angeia			. Marina	Bertl
Belli				
Mona Zoppo			Katina P	axinou
Varano				
Esteban			.Lesile B	radiey
Lady-in-Waiting	er.	• • • • • • •	Bana Y	jntsky
Priest			Gulsenne	Facti

History has not treated the infamous Borgias too kindly, and 20th-Fox hasn't advanced their cause any in a melodrama of intrigue, treachery and cold murder. However, the names of Tyrone Power and Orson Welles, plus the novel's bestselling title from which this film was adapted, should serve the boxoffice to some extent.

Samuel Shellabarger's novel of the same name—and the cinematic version—are reminiscent of recent modern history in their pertinence to the ruthless, treacherous warfare they chronicle. "Prince of Foxes" actually is a fictional incident in the history of the Italian Renaissance general, Cesare Borgla, but too often it is slow and plodding in its exposition and execution. "Prince" telis of Borgia's lust for

plodding in its exposition and execution.

"Prince" telis of Borgia's lust for power and desire to expand his empire. This he does with all the intrigue and knife-in-the-back knavery at his command. It is inferred that he is responsible for the death of his sister Lucrezia's husband, so that she can marry the Duke of Ferrara and thus effect an advantageous alliance. He also plans to have slain the aged ruler of another neighboring duchy, and have one of his aides seduce the latter's wife, as part of his plan for conquest.

The Borgiastic episode, despite

wite, as part of his plan for conquest.

The Borgiastic episode, despite
its 16th century background, nevertheless, has been conceived and executed in true Capone and Chicago
tradition. As the murderous Cesare, Orson Welles is alternately
glowering, reposing and diabolical.
At times, that's good; but frequently the Wellesian manner of
dialoging—with its too-clipped
speech, mannered eyebrow-raising,
and the like, are inclined to become
nionotonous.

and the like, are inclined to become monotonous.

Tyrone Power plays Orsini, who assumes the mantle of nobility to achieve social stature and ultimately bests Borgia when he deserts him to join the invaded duchy of the elderly Varano. Power hasn't been photographed to best advantage in a number of scenes though his performance generally befits the couragrous character he plays.

Wanda Hendrix, as Varano's young wife, and whom Power loves, gives the weakest of the performances.

Everett Sloane, as the traitorous aide to Power—who ultimately is responsible for Power's freedom from the Borgia chains—gives an excellent portrayal that almost snares the film's major acting laurels. Marina Berti is the girl Power rejects for Miss Hendrix, she's a native Italian who has little opportunity to show her ability. Katina Paxinou has a bit as Power's mother, but she carries it off well. Felix Ayimer, as the elderly duke, gives a quietly restrained but effective portrayal.

As an "action" picture, "Prince" suffers mostly because of lack of action. There is one battle scene, wherein the forces of Borgia seek to scale Varano's fortress, that is much too stagey. A gripping situation, however, and very well played

to scale Varano's fortress, that is much too stagey. A gripping situation, however, and very well played by Sloane, is one in which he ostensibly gouges out the eyes of Power with his thumbs, as the penalty for Power's desertion. It is a scene that strikes terror to viewers. "Prince," filmed in Italy, has been beautifully, authentically and expensively backgrounded, Kahn,

Sword in the Desert

Universal rate EPS-STATE
Universal release of Robert Bucknet
production; original screenplay by Buck
ner. Stars Dana Andrews, Marta Toren
Stephen McNaily, Jeff Chandler; feature
French Lowell Glimore. Directed by
George Sherman. Camera, Irving Glass
berg; editor, Otto Ludwig, Tradeshow in
N. Y., Aug. 18, '49. Running time, 100
MINS.
MINS.

Mike Dillon Dana And	rews
Sabra Marta T	oren
David Vogel Stephen McN	lally
Kurta Jeff Chan	dler
Lieut. E. Herton Philip Fr	iend
Major Sorrell Hugh Fre	ench
McCarthy Liam Redn	iond
Major Stephens Lowell Gilr	
Col. Bruce Evans Standley La	ogan
Capt. Beaumont Hayden R	
Dov	
Tarn Peter	
Jeno Paul Ma	
Capt. Fletcher Martin Lar	nont

The first Hollywood-made feature to treat on the sensitive subject of the Palestine war, "Sword in the Desert," is a credit to the industry. Because this major offering of Universal is an exciting adventure, well conceived, directed and lensed, its boxoffice payoff is assured. At the same time, it represents as fair-minded an approach to national differences as can be maintained in an era of disturbingly hysterical partisanship.

Granted the original premise of

hysterical partisanship.

Granted the original premise of this pic—and no bones are made about it—that the Jews' fight for a homeland is the right one, "Sword" takes meticulous care to depict the British in a favorable light. If the Jews are on the side of the angels, the British are no heavies. Their dry humor; their valor in battle; their punctillous observation of the rules of war; and their self-questioning as to the rightness of their cause are stressed repeatedly.

observation of the tune of the rightness of their cause are stressed repeatedly.

U carefully inserts such quotes as: "Avoid gunfre if possible, men, there may be women and children" or, in the pondering of the commanding general, "This isn't a Jewish, Arab or British problem—it's a problem of all mankind." If anything, the expounding of the British and Jewish positions in text book style is one of the pic's few weaknesses — giving an exciting feature an overcast of scntentiousness. Surprisingly, very little is said about the Arabs.

Only one part, that of an Americand

said about the Arabs.

Only one part, that of an Amerlean sea captain (Dana Andrews), does not sit well. Acting as a foil to the zeahous Israeli battlers with whom he becomes entangled, Andrews is meant to depict the skeptical, I-want-what's-coming-to-me attitude of the selfish neutral. In pressing that point, he is made to do some foolish and incredible things. His conversion to the cause is one of the major developments of the pic.

As captain of a freighter, An-

of the pic.

As captain of a freighter. Andrews lands a D.P. band of illegal immigrants on the forbidding coast of Palestine. From there, as the Haganah or its equivalent takes over, the pace becomes furious and violent. A skirmish on the beach; flight to the villages; detection because of Andrews' foolhardy action; capture and release in a final, hair-raising rescue are tensely dramatized for the maximum of movement.

Earth Cries Out

Earth Cries Out

"The Earth Cries Out"
(Lux). Originally reviewed by
VARIETY, June 8, 1949, from
Genoa, was tradeshown in
N. Y. last week. Opens at
Ambassador, N. Y., Aug. 30.
Since shown in Italy, this picture has had English and a few
Jewish passages dubbed in. It
is not a particularly good job
of substituting for the original
inal Italian, but makes for a
more intelligent grasp of the
story for U. S. audiences. This,
plus the fact that the original
running time has been cut
about six minutes appear to be
the only change from the production as seen in Italy.

VARIETY reviewer found the
the film had a disjointed script
and weak direction which
would reduce the potential
value of pic. Production still
has the anti-British slant but
manages a first-rate climax. Reviewer wrote: "Except for the
leads, acting isn't up to Italian
snuff. this will take heavy
selling."

masculine role. Liam Redmond's Irish fighter against Britain is just a bit too thick for conviction. It's the conventional concept of the Irish dissident.

Production values match the excellence of George Sherman's direction, Robert Buckner has turned out a generally taut and actionful script to back the other important ingredients. "Sword" demonstrates that a film can treat with an important political issue with excitement, fairness and showmanship.

Wit.

Adventures of Ichabod and Mr. Toad

(SONGS-COLOR)

(SONGS-COLOR)

RKO release of Walt Dinney production. Narration by Bing Crosby, Basil
Rathbone, Eric Blore, Pat O'Malley, John
Floyardt, Colin Campbell, Campbell Grant,
Claude Allister, The Rhythmaires. Story,
Erdman Penner, Winston Hilbert, Joe RiReeves: based on Walthiman, Harry
Reeves: based on Walthiman, Walthiman
Teacher Wind In the Willows'; songs,
Don Raye. Gene De Paul; musical direct
ton. Oliver Wallaces: production supertion. Oliver Wallaces: production supertion. Oliver Wallaces: production supertion. Oliver Mallaces production of the Color
Mary Color of the Color
Reeves: Sharpsteen: directors, Jack
Klnney
Photographed in Technicolor. Tradeshown
N. Y., Aug. 19, '49. Running time, 68
MINS,

"The Adventures of Ichabod nd Mr. Toad" ranks among the est full-length cartoons turned ut by the Walt Disney studios. utting away from the limitations and Mr. Toad rains among the best full-length cartoons turned out by the Walt Disney studios. Cutting away from the limitations imposed by the usage of live actors in several of his recent efforts, Disney once again is banking on that wit, inventiveness and whimsical imagination that marked his early successes. This offering will pay off handsomely in all situations.

sical imagination that marked his searly successes. This offering will pay off handsomely in all situations.

Split into equal halves, film is based on two popular books, Kenneth Grahame's English classic. "The Wind in the Willows," and Washington Irving's "The Legend of Sleepy Hollow" They are handled in widely differing, but equally effective styles. The Grahame yarn has a subtle, satirical edge on its comedy which will imit its appreciation to adult audiences. The Irving legend, however, is treated with splashes of color and broad strokes of humor and violence that will appeal in a fundamental way to all age groups. Together they comprise a solid package of varied entertainment. Initial section of the film is devoted the adventures of Mr. Toad an aristocratic amphibian with playboy tendencles. The toad is a superlatively clever creature of the drawing-boards. He is a member of the leisure class, cultured, as superlatively clever creature of the drawing-boards. He is a member of the leisure class, cultured, autos and airplanes. When he gets pinched on a stolen car rap, the toad acts as his own counsel and through the cartoon's power of parody, exposes the prosecution's legal cliches with insouciant non-chalance. It's the high point of the film.

The dialog and narration are impeccably tailored to match the animation.

immgrants on the forbidding coast of Palestine. From there, as the Haganah or its equivalent takes over, the pace becomes furious and violent. A skirmish on the beach; flight to the villages; detection because of Andrews' foolhardy action; capture and release in a final, hair-raising rescue are tensely dramatized for the maximum of movement.

Woven into the story and heightening its impact is some excellent camerawork of the barren country, the tiny villages and the people themselves. Effort is made to show the seamed and weary refugees; the welcoming Jews; and to give some indication of the broad international base of those who fought for Israel.

Intense and sincere portrayals are contributed by Marta Torem wha plays a patriot broadcasting over a secret radio; Stephen Methally, her vis-a-vis and a leader in the underground; as well as Jeff Chandler as a partisan chief. Miss Toren can be torridly attractive by without feminizing her intrinsically chiefly because of Crosby, Also,

the story is more familiar and the caricature of that fabulous and frightened schoolmaster, lchabod Crane, is drawn in a more immediately recognizable comic vein. The sequence in which Ichabod meets the Headless Horseman in the forest, incidentally, matches anything Disney has ever done in the way of terrifying the younger set.

the way of territying the younger set.

The tinting of both yarns is skillfully keyed to the tone of each yarn. While "Mr. Toad" is drawn in soft pastels, the Ichabod yarn is swept by full, contrasty colors, In both cases, it pars Disney's standard for excellence. Herm.

Black Magie

United Artists release of Edward Small (Gregory Ratoff) production, directed by Ratoff. Start Orson Welles, Nancy Guild features Akim Tamiroff. Frank Latimore, Stephen Bekasty. Start Cahame, Stephen Bekasty. British British Camera, United Stephen Bekasty. Stephen Bekasty. Fred Felishang. Stephen Ste Nancy Guild Akim Tamir

Namer Guild
Akim Trumiron
Akim Trumiron
Frank Laimmon
Frank Laimmon
Valentina Cortese
BeMontagne Stephen Bekasy
Bemontagne Stephen Bekasy
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Charles
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In Louis XVI Instruc

"Black Magle" is one of those pictures that's full of sound and fury, signifying very little. In short, an overwritten, over-acted and under-lit costume piece that will need all the exploitation and ballyhoo planned for it. Exhibitors might be able to take advantage of the mass saturation campaign already launched by producer Edward Small and United Artists, which will provide them with the chief selling points. Need for hep merchandising is all the more pronounced because of the dearth of any strong marquee pull. Film's best attribute is the authentic background. Based on Alexandre Dumas' story of Cagliostro, a villainous impostor of the 18th century who rode roughshod over Europe by exploiting his hypnotic powers, the picture was lensed entirely in Italy and France. As a result, it was possible for Small and director Gregory Ratoff to shoot their story in the actual places where the events might have happened. But the melodramatic story, which is never quite believable, and the heavy - handed thesping are too much for the authentic backgrounds to overcome.

Orson Welles plays Cagliostro, and Ratoff evidentity gave him a free hand. In this case, Orson is awesome only because he lays on the theatrical gestures so thickly. His acting is reminiscent of the mustachioed heavies in the old saloon-day mellers. Rest of the cast might have taken their cue from him and they are given no help by the stilted dialog. Example: Marie Antoinette, waiting for Cagliostro to perform one of his magic stunts before the French court, declares, "We're all agog with impatience."

Story would have the audience believe that Welles, or at least Cagliostro, practically single-handed fomented the French revolution. Story is told by Dumas in flashback as he is writing his book and picks up the villain as a gypsy boy when he is forced to watch his parents unjustly hanged for witch-craft. As a man, he has already developed his hypnotic ability bit doesn't know how to exploit it un-

(Continued on page 22)

Dolwyn

Dolwyn
"Dolwyn," British-made, being tradeshown in New York
today (Wed.), was reviewed in
Vaniery from London, May 18,
2000 under its original fitte today (Wed.), was reviewed in VARIETY from London, May 18, 1949, under its original title "The Last Days of Dolwyn." Pleture was credited by VARIETY's reviewer as being" a sincere attempt to tell simply and movingly a story of the ordinary folk of a tiny Welsh village." The review noted that though the "frequent use of the Welsh language and the constant Welsh dialect may prove a deterrent in America, the production should have some appeal to the art house trade."

The entire yarn is staged in the picturesque village of Dolwyn and pivots around the plans of a city slicker to buy up the entire district for a water development project. Edith Evens and Emlyn Willams stars in the production,

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productions of pre-

NEW YORK AUG 18 1:55 PM

EDDIE CANTOR HOTEL ST. REGIS NEW YORK CITY

DEAR EDDIE: MANY THANKS FOR YOUR WARM WIRE ON "JOLSON SINGS AGAIN."

AM DELIGHTED YOU LIKED THE SEQUEL. AND SPEAKING OF FILM BIOGRAPHICALS,

I JUST CAN'T UNDERSTAND WHY SOME STUDIO DOESN'T MAKE YOUR LIFE STORY.

I DON'T KNOW OF ANYBODY IN SHOW BUSINESS WHO HAS DONE SO MUCH FOR

HUMANITY, AND WHAT A PICTURE THAT WOULD MAKE. "THE MARCH OF DIMES"....

HUMANITY, AND WHAT A PICTURE THAT WOULD MAKE. "THE MARCH FOR BOYS....

GIVE A GIFT TO A YANK WHO GAVE".....YOUR SUPRISE LAKE CAMP FOR BOYS....

I COULD GO ON LIKE THIS BUT IT'S ONLY A PAGE. AGAIN, EDDIE, MANY THANKS

FOR YOUR THOUGHTFUL TELEGRAM. LOVE AND KISSES

Hollywood Veering More to Casting Lesser Roles With B'way 'New' Faces

Practice of inking Broadway players for Hollywood roles, which has shown a sharp upturn in the past six months, looks certain for even more of a hypo in the near future. Success with this method of casting has led the studio increasingly to send scrints to their creasingly to send scripts to their eastern talent reps with instruc-tions to suggest Broadway actors for subsidiary leads and character

Designed primarily as an economy measure, the New York cast-ing has resulted in a considerable ing has resulted in a considerable improvement in picturemaking, studio exces feel. Particularly in character roles, it has proved the answer to the demand for new faces. Instead of stock players with whom every film fan is races. Instead of stock players with whom every film fan is familiar in the bit parts—and whose very presence telegraphs the plot—Broadway casting provides fresh talent.

Result is to get some of the effectiveness that has marked Britakeld the in what the presidence of the state of the stat

enectiveness that has marked Brish films in which the excellence of acting and characterization in bit parts frequently lifts a picture from the nondescript category into success. By taking players from the east, studios find they can of-

the east, studios and riey can o'll ten put their fingers on unexploit-ed talent and experience. Actors to be signed will be given one-picture contracts. This en-ables a studio to keep fresh faces coming and to avoid the type-casting that comes with development ing that comes with development of a stock company on the lot. In addition, it is cheaper, for while a player may get more coin under a single pic contract than under a termer, when he's finished his stint he's off the payroll. Also, the tridle in the contract the termer, when he's nnisned his stind he's off the payroll. Also, the studio isn't then forced to throw him into a role for which he may not be suited merely because of pressure to hold overhead down by keeping him at work.

these particular values for char-acter parts, it is also said to be ad-vantageous for filling secondary values also said to be au-filling secondary des new faces and per, since vantageous for filling secondary leads. It provides new faces and at the same time is cheaper, since a Broadwayite will almost always accept a film job at far below the established prices of the subsidiary lead players on the Coast. The legiters always feel that this may be their chance at Hollywood—and it has occasionally turned out to be.

Kramer's B.R.

Continued from page 5 a five-pic commitment company holds on Kramer — in about 18 months. First money will be pro-

months. First money will be provided by Bank of America.
Financing deal was tailored by Kramer to avoid the backers dabbling into the creative end. Church has agreed to a hands-off policy. It was Kramer's charge of creative interference that led to his parties. policy. It was Kramer's charge or creative interference that led to his parting with John Stillman, who financed "Champion" and "Brave." Stillman's son, Robert, was installed as associate producer

"Brave." Summer was installed as associate producer on those two plx.

Another angle that Kramer insisted upon in the financing was the posting of coin early for hiring of key personnel so that scripts could be prepared with all creative hands on deck—director, cameraman, production designer and others. Also so that the cast could be brought in soon enough for two weeks of rehearsal on the sets. Thus, as many problems as possible are whipped on paper instead of on expensive shooting time. could be prepared with all creative hands on deck—director, camera-man, production designer and others. Also so that the cast could be brought in soon enough for two weeks of rehearsal on the sets. Thus, as many problems as possi-ble are whilpped on paper instead of on expensive shooting time. Banks ordinarily won't advance coin until day actually arrives for lensing.

lensing.
All production is being planned on a units-of-three-pix basis. That means Kramer will attempt to plan ahead and make the trio close together so that his unit can remain in continuous production on them. First under the new setup will be "The Men," story of war vet paraplegies, which goes before the cameras in October. At work on it now with Foreuman, who is scripting, are director Fred Zinneman.

Ing. are director Fred Zinneman. production designer Rudy Sternad and production manager Clem Beauchamp.

Kramer is now in negotiation for purchase of "The Legal Bride," serial currently running in Colier's, by Robert Carson. It's a comedy and, if Kramer does it, it will be retagged "The Careless Cowboy." He has already registered the latter title with the Motion Picture Assn. of America.

B'way Strand's Revamp

In order to get the house in shape for resumption of its stage-film policy Sept. 2, the Strand, N. Y., is shuttering for a week starting next Friday (26). New modern seating carpeting new modern seating carpeting, new stage setting and other innovations will be included in facelifting, to be carried out on 24-hour work

Exterior improvements will in-clude neon lights, plus a 50-foot stainless steel trimmed theatre up-right. Strand brings in Xavier Cugat band and Latin; American revue along with "White Heat," James Cagney's new starrer, when it reopens.

Du Pont-EL

Continued from page 3 :

in an effort to fashion an alliance similiar to the original Small pro-posal. It would involve entry into posal. It would involve entry into EL by an established producer who would supervise the studio and invest a chunk of coin to get the company's new program moving.

DuPont proposition, it is said, would require Pathe to purchase DuPont rawstock exclusively for its film processing of all accounts its film processing of all accounts and to post security in return for a loan from the company. It is not known whether the proposal involves a transfer of EL stock or other ramifications. DuPont has been trying to expand its rawstock sales in the face of a strong hold on the market exercised by Eastman Kodak

Purcell returned to N. Y. yester-day (Tues.) to report to Young on his huddles. Both execs are anxious to have some concrete progress to report to Serge Semprogress to report to Serge Sem-enenko, exec veepee of the First National Bank of Boston, when he returns from Europe. First Na-tional recently granted an exten-sion on its loans outstanding against EL.

3 EL Execs Leave

Hollywood, Aug. 23.
Three more department hea felt the axe of reorganization the Eagle Lion lot, leaving only skeleton crew of 20 awaiting wo from Robert H. Young in New

Latest departures are Owen Mc-Lean. casting director; James Vaughn, production manager, and Al Bollinger, comptroller.

Film B.O.

Continued from page 3

Again," which on the basis of its State, N. Y., first week is certain to hit smash biz, and also showing promise in early engagements currently is Universal's "Yes Sir, That's My Baby."

Although the b.o. is down from a Although the both spear ago, major companies' film rentals average out as a few percentage points higher than they were in 1948. Answer must obviously be better terms. Rentals in foreign markets for the first 33 weeks are also higher than a year ago, but remittances are down as the result of increased currency restrictions.

four-state Ohio, Indiana, Kentucky and West Virginia preem were as big a surprise to RKO and the Goldwyn distrib organization as to onyone else. The exploitation as concentrated in the Hatfield-McCoy feud country in which the pic is localed, but it did almost equally well in other spots.

Spring's 20-25% Dip

In staging its July rally, the in-dustry came back from a 20%-25% dip in which it languished during the late spring. Profit returns from that disastrous stretch are now coming in. Number of majors are showing the effects of the spring doldrums in terms of second-quarter profits which are 30%-40%-below those of '48.

Latest major to record a solid slump in its second-lap take is 20th-Fox. For that stanza, ended June 25, 20th reports \$2,677,943, against \$3,967,817 for the comparative period of last year. For the half-year, company shows a net of \$5,695,679, against \$6,894,659 in '48.

deducting dividends After deducting dividends on preferred, 20th's equivalent earnings amounted to \$1.95 for six months, against \$2.37 in the previous semester. Second-quarter earnings came to 91c, compared to last year's \$1.37.

Surprisingly, company's gross showed a gain during the current six months. It amounted to \$84,500.376, compared to the '48 figure 500.3.6, compared to the 48 figure of \$82.660.468. Higher gross, however, was cut by an increase in amortization of film costs; participation in film rentals and general administration and sales expenses. Amortization totaled \$27.536.824.

against last year's \$26,026,229. Par ticipation in film rentals was \$4,-222,686, compared to '48's \$3.321-886, compared to '48's \$3,321,-and general expenses totaled \$80,041 over last year's \$44,-

Montague's Pitch

exhib cooperation, Montague will

exhib cooperation, Montague will declare that Columbia is "very eager and willing to assume our fair share of the responsibility for showmanship with the exhibitor." But the company expects "fair-minded exhibitors to assume their part in a revival of point-of-sale selling effort."

In his talk today (Tues.) be-fore the assembly of branch and division managers, Montague re-vealed that Columbia planned to release 31 "A" features in the 1949-50 season in addition to 22 "bread-50 season in addition to 22 "bread-and-butter" productions. Four of the top 31 will be in Technicolor and another will be tinted in Cine-color. Included in the release slate will be four Gene Autry starrers, two action musicals and eight westerns.

starrers, two action musicals and eight westerns.

Montague announced that exhibs were showing no resistance to upped admission scales for "Jolson Sings Again," which is expected to be Col's biggest money-maker during the coming year. Upped scales are currently being tested at the State, N. Y., and the Woods, Chicago, where the pic opens tomorrow (Wcd.). When the Jolson film opens at the Hippodrome in Baltimore, Montague confirmed the report that the house would drop vaudeville for the pic's run.

On the basis of the company's forthcoming product lineup, Montague predicted that Columbia "would surpass by far its best year which was 1948-49." Five of the top productions, besides "Jolson Sings Again," were screened before the convention delegates.

Ellis Arnall Continued from page 3 :

d vera ago, major companles' film rentals average out as a few percentage points higher than they were in 1948. Answer must obvitionally be better terms. Rentals in foreign markets for the first 33 weeks are also higher than a year ago, but remittances are down as the result of increased currency restrictions.

Last week's two newcomers on the domestic front, "Roseanna" and "Magic" were both bowed in with splash preems and wholesale quantities of exploitation. Heavy expenditures in both cases appeared to have paid off well. There was less differentiation on "Roseanna" than on "Magic" between towns where a big publicity job was done and where it wasult. Former also held up better on subsequent days.

Results on "Roseanna" in the Continued from page 3

guy" is the present governor, Eugene Talmadge, with whom Arnall hassled over the office at the experience of the latter's term.

Arnall said going back to the difference spot in Georgla would mean a considerable personal and financial sacrifice. He is getting spounds that he'll cut down the number of his speaking engagements to give to SIMPP beyond "whatever is no explicit understanding of the amount of time he is to give to SIMPP beyond "whatever is necessary." Instead of giving about one week each month to the lecturing, as he had been doing, Arnall plans to limit engagements to just a few every month.

Inside Stuff—Pictures

One of the surprises of Columbia's "Jolson Sings Again" is the rave reviews and word-of-mouth being garnered by Barbara Hale in the role of Jolson's wife. She had previously played supporting parts, mostly in program pictures, and had garnered no particular reputation beyond being "pretty" and "adequate." She was chosen for the "Jolson" role by producer Sidney Buchman and director Henry Levin after considerable testing of other people and it is expected to promote her into

an important secondary star bracket.

The 27-year-old player from Rockford, Ill., was picked up while modeling in Chicago by an RKO talent scout. Her first part was in RKO's "Gildersleeve's Bad Day." Then she was in a couple of the "Falcon" series, a western and a few other moderate-budgeters. More recently she's been in RKO's "The Window" and "Boy With Green Hair."

she's been in RKO's "The Window" and "Boy With Green Hair."

The identifying catchphrase, "The rest of the Jolson Story," which Columbia Pictures veepee Nate Spingold whipped up, almost became the release title of "Jolson Sings Again." For a time it was the shooting title, and producer Sidney Buchman got to like it so much that Spingold, who coined it as an advertising slogan, had some time unselling Buchman on it, on the theory that it wasn't pat enough for a marquee as is the current title.

Spingold and the Col merchandisers know that, for mass consumption, and especially in light of the wave of reissues on the market the last couple of years, the big job is to impress that this is a "new" picture, and ad copy accordingly will stress "new songs, new thrills," etc.

On the subject of merchandising and reissues, Col sales veepee Abe Montague envisions a double-barrelled reissue of both "The Jolson Story" and "Jolson Sings Again" some years hence into a "Jolson Festival." That is, if there is t a third and possibly a fourth sequel, as is already being talked.

already being talked.

When Rita Hayworth invited her boss. Harry Cohn, and his wife the former Joan Perry) to dine with Aly Khan and the Aga Khan at Trouville, on the Normandy coast of France, the Columbia Pictures prexy was surprised to note that Jules C. Steln and his wife were the only other guests. The next day the Music Corp. of America board chairman apprised Cohn that MCA was "now representing Miss Hayworth."

worth."

Beckworth Productions, Inc., is the star's subsidiary setup via Col, of which Johnny Hyde, veepee of the William Morris agency, is also executive v.p. Beckworth's deal with Col has some time to go, meaning that McA's deal is gambling on the future after the Beckworth (Miss Hayworth's capital gains corporation) contract with Columbia expires. Meantime the Morris office gets the commissions.

Cohn states that his star is due to have her baby next spring. Both he and Stein were impressed by the clamor the Hollywood glamour girl commands. The Col prexy concedes that MCA may be betting on a strong future bet.

Gary Cooper stands to make a fancy profit this year on literary investments if he succeeds in present efforts to sell to one of the studios A. B. Guthrie, Jr.'s, "The Way West." Actor took an option on the book, which later became a Book-of-the-Month Club selection, and is now offering it for sale, with himself to appear in it, if the studio decimar.

desires.

Cooper gave \$5,000 for the option until Nov. 15 against a purchase price of \$65,000 (it was to have been \$45,000 if the volume had not been picked up by a book club). It is not known what price the actor is asking the lots, but a studio which wanted to get him for the principal role in the book would likely be willing to give him a profit on the

role in the book would have property.

Cooper made himself some coin a few months ago on Alfred Haves' "Girl From the Via Flamina." He bought film rights for \$40,000, then decided to sell to Leland Hayward and Anatole Litvak for \$50,000, plus

Allied's "Caravan" committee, which regularly publishes for the organization's members what terms other exhibs are paying for pix, is endeavoring to supplement the strictly statistical data with dope on sales policies, trade practices, distribution experiments, etc. It is asking Allied members who subscribe to the Caravan service to provide such info along with reports on terms they're paying.

Exhibs have been requested to keep eyes and ears open in their territories and send in what they learn. Outfit calls these "We hear" and "We think" reports.

In addition, new statistical forms are now going into use which allow more leeway for comment concerning circumstances surrounding any deal. Use of these forms was agreed on at a meeting of the Caravan committee in Dallas late in the spring.

Charles Einfeld, 20th-Fox publicity-advertising chief, seems to be making it a policy to use tradepaper advertising for promotion of intra-company morale as well as to reach 20th's customers. Good example of the new thinking has been the ad appearing in tradepapers the past few weeks picturing each of 20th's branch managers and listing their names. Copy carried the line, "Meet the Bosses," and quoted prez Spyros Skouras as saying: "Each branch manager will conduct his business in his own territory as if he were the owner of that business."

Fabian circuit, celebrating its 35th anni, is getting a big play from local newspapers which are publishing special sections in cooperative tieups with Fabian theatres. Topping the recent 6½-page section put out by the Staten Island (N.Y.) Advance, the Albany Times-Union is circulating a 16-page issue devoted entirely to the Fabian chain's birthday. Issue was promoted and produced by Alexander Sayles, managing director of the Palace, Fabian flagship in Albany. Section opens with an editorial, "Life Begins at 35," and covers the history of the Fabian chain in this area. Local merchants cooperated by buying full-page spreads. full-page spreads.

With a total of some 65 musical shorts ultimately projected by Artists Films, Inc., the company expects to release its first two pix next month. Initialer will be "Music in Hunter College" while bandleader Artie Shaw appears in the second. Part of the firm's "Music of American Composers" series, the picture is principally woven around the music of Norman Dello Joio. Latter plays Shaw's "Nocturne" and also accompanies the batoner in "Concerto for Clarinet."

Speed record for completion of a major picture is claimed by George Cukor, director of "Adam's Rib," co-starring Spencer Tracy and Katharine Hepburn at Metro. Screenplay was finished 30 days after the idea was born. Shooting took 36 days and the show was previewed 42 days later. It will start off Metro's 1950 releasing program this fall.

S.O.S. Cinema Supply Corp. last week donated five film projectors to the Israeli government whose army reportedly will use the 35m units to train as well as entertain its men. Valued at \$2,500, the gift was turned over to Material for Israel, Inc.

Metro's "Battleground," a war tale, will save a lot of money through the absence of background music. Except for opening and closing military marches composed by Lennie Hayton, the two-hour film is tuneless, something different in modern pictures. Taking the place of pictures will be sound effects natural on a battle front where brass bands don't toot. It also saves the studio about \$100,000.



THE INDUSTRY WATCHES AS M-G-M's HIT PARADE ROLLS ON!

There has never been anything in the industry to compare with the consistent run of fine attractions from the Friendly Lion! We refused to hold back our Big Ones all Summer long! And now we're launching your Fall Season with even Bigger Ones!

"MADAME BOVARY" (gold-digger)

She's taking over the Capitol, N. Y. and everywhere. Cosmopolitan Magazine's "Picture of the Month", greatest woman's picture in years!

"IN THE GOOD OLD SUMMERTIME"

(records go boom)

Radio City Music Hall sets new records as M-G-M's Technicolor musical beats the heat. Here's another Coast-to-Coast winner!

"THAT MIDNIGHT KISS" (can't miss)

Preview crowds in N.Y. duplicate Coast reaction in cheering another big M-G-M Technicolor musical. Watch for the screen's newest singing start

"THE RED DANUBE" (to the box-office)

M-G-M Previews are the talk of the film colony. One Big One after another. Here's truly great entertainment packed with stars in action. It's coming to join your Fall Parade of M-G-M Hits!

"THAT FORSYTE WOMAN" (what a cast!)

A BIG All-Star production and Technicolor too. The famed novel at last on the screen (based on "The Forsyte Saga") in a magnificent M-G-M attraction.

"INTRUDER IN THE DUST" (a must)

Because of the excitement of its West Coast Preview, a work print was rushed to New York and identical audience response points to one of the year's outstanding attractions!

"ADAM'S RIB" (rib-tickling)

At press time, word comes of the latest in M-G-M's Preview Hit Parade. Unanimous audience reaction acclaims the most uproarious comedy in years, star-studded, brimful of joy! Watch!

"BATTLEGROUND" (Biggest since sound)

Long in advance of release, its previews in Los Angeles and New York have brought it unprecedented acclaim! Academy Award stature!

Film Reviews

Black Magic

til he meets up with Mesmer, the Austrian physician generally acredited with having originated the therapeutic use of hypnotism.

But neither Mesmer nor modernday medicos and psychiatrists would acknowledge the powers granted to Cagliostro oy the screenplay. Reputation for healing the sick makes him almost a god to the peasants, preparing him for his big chance when he ties into a nasty bit of intrigue in the courts of Louis XV and later Louis XVI. He almost succeeds in his intrigue until Mesmer appears on the scene again and, in a dramatic court trial, pulls a switch by hypnotizing Cagliostro, forcing him to admit his villainies. Comes next a swordfight high above the courtyard, in which the magleo comes a cropper and crashes to his death.

With Welles making with the gestures, the other actors have little chance to show much. Nancy Guild, in a double role as Marie Antoinette and the love interest, doesn't do too well with either. Akim Tamiroff is good in a standard character part but Frank Latimore, as the courageous captain of the king's guard who brings Cagliostro to his end, makes a weak attempt at imitating Doug Fairbanks. Valentina Cortese is okay as the gypsy wench whom Welles spurns for Miss Guild but Stephen Bekassy overdoes the dramatics as the black-hearted French nobleman. Berry Kroeger, seen only briefly at the start as Dumas, tips the audience on the eye-rolling that's to follow.

Lighting and camera work recall Welles' low-key "Citizen Kane" but fall far short of the standards established in that one Calliting at times is brutal, cutting from scene to scene in jerky movements that often dissipates the sought-for mood. Paul Sawtell's score is as heavy as the polt. But Wulptreal release of Leonard Guldstein works.

Arctic Manhunt

Universal release of Leonard Goldstein production. Features Mikel Conrad, Carol Thurston. Waily Cassell. Directed by Ewing Scott. Screenplay. Oscar Brodney Joel Malone from Scott's story, "Narana of the North": camera. Irving Glassberg

"Arctic Manhunt" is a slow mov-

"Arctic Manhunt" is a slow moving drama of the frozen north that has little to recommend it. Exploitation may help sell the film, but in the main it's a dualer.

Based upon Ewing Scott's story. "Narana of the North." the pic recounts an ex-convict's flight to Alaska in an effort to cash in on some armored car loot. Although he had served his time, insurance investigators are still relentlessly after him to regain the stolen swag. In his retreat through Alaskan wastes, the one-time con poses as a missionary, and has a brief affair with an Eskimo gal before losing his life in the icy wilderness.

Message of "Manhunt." the time-honored "crime doesn't pay," is an admirable admonition, but unfortunately the listless acting, combined with director Scott's slow pacing, make the film too tedious. Irving Glassberg's camerawork is a lone bright spot.

Scott, who directed as well as authored the story, captured some fearsome scenes of the Arctic tundra. However, the natural background isn't sufficient to offset a lustreless plot. Cast as the con on the lam. Conrad seldom breathes any credibility into the part. Carol Thurston, as the Eskimo gal, shows some promise. Other players move listlessly through their stints. Gilb.

Desert Vigilante

Columbia release of Colbert Clark production. Stars Charles Starrett. Smiley Bramette fleatures Feggy Stewart. Trissender of Colbert Clark production. Stars Charles Starrett. Smiley Bred F. Sears. Screenplay. Earle Sndil: Special Color Color Startes Screenplay. Earle Sndil: Special Color Startes Starrett. Bob Newman. Jimmy Wake Az A. New York. theatre. N. Y. Wake Az A. New York. theatre. N. Y. Steve Brooks. Smiley Burnette. Smiley Burnette. Smiley Burnette Smiley Burnette Betty Long. Peggy Stewart Thomas Hadey. Tristram Coffin Thomas Hadey. Tristram Coffin Martin. George Chesebro Bob Gill. Peil Caunbell Jim Gill. Peil Caunbell Jim Gill. George Chesebro Georgia Crackers.

While not as action-packed as some of its predecessors. Columbia's "Desert Vigilante" is a fair oatimer in the Charles Starret-Smiley Burnette mesa series. Footage contains the standard chases, six-shooting and hard riding that

followers of this "Durango Kid" chain of pix have come to expect. A smuggling ring that's been illegally moving silver into the U. S. across the Mexican border furnishes the plot for "Vigilante." A Federal agent, Starrett soon realizes that the local U. S. attorney, Tristram Coffin, is in cahoots with the outlaws. After the usual elimination of most suspects, Starrett bags the culprits in a bangup shooting fray.

Starrett registers as a forthright nemesis of the smugglers. Smiley Burnette competently handles the comedy. Peggy Stewart is okay as a femme rancher. Coffin is good as the crooked attorney. Balance of the cast turn in standard performances under Fred F. Sears direction. Camerawork of Rex Wimpy gives this Colbert Clark production a lift.

Train of Events (BRITISH)

(BRITISH)

London, Aug. 17.

GFD release of Ealing Studios-Michael Balcon production. Directed by Sidney Cole. Charles Crichton and Basil Dearden. Stars Valerie Hobson, Jack Warner Alen. Stars Valerie Hobson, Jack Warner Charles. Stars Valerie Hobson, Jack Warner Charles. Charke, Ronald Millar and Angus MacPhail: camera, Lionel Banes. Paul Beeson, Chic Waterson; editor. Bernard Gribble music. Leslie Bridgewater. At Odeon, Mills. Aug. 16, 49. Running time, 34 Mills. Aug. 16, 40. Running time, 34 Running time,

Ron Stacey. Patric Doonan Mrs. Bailey Olfas Lindo Bolinsbroke. This is an absorbing human draina on the multiple plot system. This one concerns a train wreck and the lives of four sets of people immediately prior to their presence on the doomed train. There is sufficient light and shade to preclude top-heaviness, but accent is more on the grave than gay. Direction is uniformly skilled and storles are evenly blended with no awkward angle in switching to the different character groups. High standard of acting and interesting problems should warrant universal appeal. Scene opens in a London station with a Liverpool-bound train just leaving. It fails to pull up to avoid a blocked line ahead and plunges to disaster.

The guard, genial and conscientious, is making his last run anticipating promotion. This is jeopardized through his screening the absence of another driver whom he hopes will be his son-in-law. A friendless girl, orphaned in the blitz, has sheltered an escaped German prisoner, and stolen money to obtain a passage for him to Canada. He is unaware of this and slinks off in the confusion oblivious of the fluttering steamer ticket emerging from the dead girl's purse.

An actor, on the eve of departure for an American tour, kills his slut of a wife and bundles the body in his theatre basket. He is in the tliroes of being arrested when the smash comes and he is fatally pinned by debris against the concealed body of his victim.

throes of being arrested when the smash comes and he is fatally pinned by debris against the concealed body of his victim.

In lighter vein, a famous musical director, whose facile amours amuse his wife. breaks with his latest conquest by telling her she played a wrong note at his concert. This wounds her vanity and, when the orchestra, miraculously saved in the accident, fulfills its engagement swathed in bandages, she ogles the first violin, while the conductor casts roguish eyes on the lady harpist. Friend wifelooks down

Canada Unlimited

Canada Unlimited
Fifth in the series of shorts
being released under the public affairs program of the Motion Picture Assn. of America, "Canada Unlimited" is a
well-made documentary concerning the industrial development of our neighbor to the
north. Main point of this 18minute pic is to explain the
contribution made to that development by the recent imnigrants and displaced persons
of Europe. As seen through nigrants and displaced persons of Europe. As seen through the eyes of one of Canada's new citizens, film sweeps over the country's expanse in a kaleidoscopic catalog of its wheat fields, manufacturing plants, dams and universitles. Background narration, unfortunately, is repetitious and overstresses the materialistic assets of Canada while ignoring its democratic tradition. Two-receler was produced by RKO as part of its "This Is America" series.

from her box with an understanding smile, knowing history will repeat itself. Picture ends, where it began, in the railroad yard, with the guard pedalling off contently to his white-collar job.

Valerie Hobson handles the role of the musician's wife with delightful nonchalance with John Clements exuding charm and temperament as her errant spouse. Joan Dowling and Lawrence Payne make a pathetic pair of fugitives and Jack Warners's guard is characterized with his usual unerring touch. Susan Shaw has little to do as his pleasure loving daughter, and Irina Baronova duly displays fire and temperament as the concert pianist. Acting plum falls to Peter Finch, brought from Australia by Sir Laurence Olivier to Play opposite Edith Evans in "Daphne Laureola." His tense overwrought emotions, depicting how war can turn a harmless nonentity into a murderer, are convincingly and forcefully portayed. Mary Morris makes the most of her short span as his faithless wife, and all supporting roles competently cast.

Wild Weed

Wild Weed

Wille WY-4-4 Eureke Productions release of Richard Kay production. Start Lila Leeds: fea-tures Alfa Baxter, Lyr Lila Leeds: fea-tures Alfa Baxter, Lyr Lila Leeds by Sherman Scott. Screpbly Richard I. Landau from story by Arthur Camera, Jack Greenhalgh: narration. Know Manning; plano soloist. Rudolph Friml. Jr. Tradeshown N. Y., Aug. 19, '49, Running

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Patently rushed out to cash in on Lila Leeds' notoriety, this strives to point up the evils of dope, particularly marijuana smok-lng. Main trouble with "Wild

on Lila Leeds' notoriety, this strives to point up the evils of dope, particularly marijuana smothers, and the provided with "Wild Weed" is that it does not do it very well. It were well, the with "Wild Weed" is that it does not do it very well. However, straight melodical was a straight melodical with the bill. Film may do passably well where given sensational bally even though interest in the Leeds case apparently has passed.

Slight yarn shows how a chorus girl (Miss Leeds) working to put her brother through college, develops into a marijuana addict and then becomes mixed up with a dope peddler. From then on, it is just a question of how bad she will become as a reefer smoker, when she will reform, and how she will help the minions of the law. Eventually she cooperates with the narcotic agents to break up the dope ring.

Story is laid in Los Angeles. Story is laid in Los Angeles. Scenes at reefer parties are different if nothing else, but even the so-called "tea" adherents overact. Sherman Scott's direction is generally very routine.

Miss Leeds measures up as an okay actress when given half a chance. She also photographs excellently. Alan Baxter makes a sufficiently odious reefer peddler. Lyle Talbot. Doug Blackly and Don Harvey suffice as narcotic operatives. Support is headed by Michael Whelen.

Jack Greenhalgh, who photographs excellently. Also backed by Michael Whelen.

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The Agitator (BRITISH)

(BRITISH)

Four Continents Films release of Louis
H. Jackson production. Stars Walliam
Hartnell. Mary Morris. Directed by John
Hartnell. Mary Morris. Editor. Douislas
Myers. At 60th S Grant editor. Douislas
Myers. At 60th S Grant editor. Douislas
Myers. At 60th S Grant editor. Mary Morris
Hartnell
Lettle Shackleton Mary Morris
Tom Tetley John Mary Morris
More Marriott
Mr. Ambler Moore Marriott
Mr. Ambler Moore Marriott
Mr. Ambler G. J. Roberts
Bill Shackleton G. J. Roberts
Bill Shackleton G. J. Roberts
Mrs. Pettinger Filiot Mason
Mrs. Montrose
Cathleen Neshitt
Charles Branfield Jose Almbler
Mrs. Shackleton Moira Lister
Joan Shackleton Moira Lister
Mrs. Shackleton Moira Lister
Mrs. Shackleton Moira Lister
Mrs. Mackleton Moira Lister
Mrs. Mackleton Moira Lister
Mrs. Mackleton Beatrice Varley
Dupham Cvril Smith
Salvation Army Leader

The Aritator May 90 at some

"The Arltator" may go at some of the art houses because of its labor vs. capital theme. Topic is given free rein, even though film is slanted toward a more sympathetic understanding of the upper class, but general appeal ln U. S. is very limited.

Maior weakness is its failure to

class, but general appeal in U. S. is very limited.

Maior weakness is its failure to stick to one basic problem. Capital and labor are coually defended during the early stages of the film. but it's when the central character, a ciclistic sombower, falls heir to the factory where he works that the film becomes ineffectual. From that point on, faced with the challenge of unholding his ideas in his new position, the socialist is browbeaten from all sides because of

(ITALIAN)

(ITALIAN)

Lux release of Colosseum production.
Directed by Dullio Coletti. Screenplay.
Nicola Manzari, Cesare Vico Ludovici;
English titles, Clare Catalano; camera,
Aldo Tonti; score, Piero Giorgi, Previewed
N. V., Aug. 18, '49. Running time, '88
Flamma. Annette Bach
All Enzo Fiermonte
Mara Clukleva
Marco Augusto Di Giovanni;
Andrea Augusto Di Giovanni;
Andrea Augusto Di Giovanni;
Andrea Elena Zareschi
Francesca Elena Zareschi

(In Italian; English Titles)

"Merchant of Slaves" has little for the foreign language market but may dent the exploitation houses. Pic will get by on its lurid title and a couple of brief gamey sequences showing femmes on the auction block. is film the rest, however, this film is plodding melodrama narrated in a clumsy mixture of antique and modern styles. Production trappings also fall far below usual Italian standards.

Yarn opens promisingly as an

pings also fall far below usual Italian standards.

Yarn opens promisingly as an adventure of Near East slave traders plundering the Italian coast for a new cargo of gals. Pic rapidly bogs down, however, after the marauding chief is captured and falls in love with a native belle who gets in a family way without benefit of cfergy. Remainder of the yarn is concerned with the plotting of her kinfolk to murder her and the child. Film abruptly ends with the lovers making a getaway in a sailboat.

Thesping is on a par with the corny yarn. Annette Bach, as the gal, and Enzo Fiermonte, as the slave trader, posture awkwardly as does the rest of the cast. A slipshod editing job accents the crudity.

Historia Del 900 (A Story of the Nineties) (Songs)

(ARGENTINE)

ARGENTINE)
Buenos Aires, Aug. 9.
Panamericana release of Hugo del CarrilSan Miguel
Carril. Stars Carrill missions Olmos,
Guillermo Battaglia, San Arrivra
Jose Olarra, Angelina Panora Arrivra
Guasch, Florindo Ferrario and Paquita
Garzon. Story by Alejo Pacheco Ramos;
camera, Bob Roberts, Carmelo Lobotrico.
Running time, 105 MINS.

camera. Bob Roberts, Carmelo Lobotrico. Running time, 163 M188.

This panoramic musical made the best grosses of any Argentine picture so far released this year, taking in \$63,000 U.S.) for a seven-week firstrun. This is close enough to the average of \$70,000 for any good Hollywood release here. Directed by tango-warbler star Hugo del Carril, the production is deserving of some praise. If one takes it in comparison with the general run of material now being turned out by the local studios. There's some interest for U. S. audiences.

The action is slow and continuity faulty, but on the basis of its nostalgic flavor (the story recalls the Buenos Aires of 50 years ago) the picture has its charm for an Argentine public, especially as a number of del Carril's most popular tangos are included in the musical score. The greatest mistake has been the attempt to present the warbler as another Bing Crosby singing Schubert's "Ave Maria accompanied by a child chorus. However, in the main del Carril is a less wooden actor than usual although he is outclassed by the veteran Guillermo Battaglia as the

Lost Youth

Lost Youth

"Lost Youth" Italian-made, originally titled "Gioventu Perduta," was tradeshown in New York, Thursday (18). Film was reviewed in VARIETY from Rome, April 14, 1948, by Quat, who thought that "as a thriller, pic is a little disappointing." Also noted in the review was the "fine directorial job" done by Pietro Germi, who with the aid of a clever screenplay "turned out a vivid dramatization of the moral disorder which has taken hold of postwar Italian youth, especially the middleclass." "More stress is given to characters than to story," was another opinion voiced by the reviewer. Picture is being released in the U. S. by Lux films.

his aggressiveness and disposition; rather than his polltical beliefs. Film fails to take advantage of the habits and customs of the small village. Entire play is put in the hands of the leading character, Peter Pettinger, whose brashness is properly portrayed by William Hartnell. Mary Morris shows intelligence and understanding as Hartnell's gif friend, while Elliot Mason adds a realistic touch as his mother. John Laurie turns in agood job as a shop foreman.

John Harlow's direction does nothing to allevlate the film's excessive length of 95 mlnutes.

Merchant of Slaves

(ITALIAN)

II Trovatore

Genoa, Aug. 9.
release of Continentalcir
action. Stars Gianna Ped Genoa, Aug. 9.

Union Film release of Continentaleine,
Gallone production. Sufficient Pederal
Gallone production. Sufficient Pederal
Gallone production. Sufficient Pederal
Gallone Pederal
Gallone Pederal
Gallone Genome Pederal
Geno

One of the more elegant films of its kind, this filmed version of Giuseppe Verdi's opera has all qualifications for approval by opera and music lovers, plus some

qualifications for approval by opera and music lovers, plus some features intended for appeal to less specialized audiences. It's doubtful, however, that these extra features will be enough to satisfy average audiences not used to an operatic dlet.

Director Carmine Gallone ("The Lost One") has tried, for the most part successfully, to steer clear of usually static filmed-opera technique. Good use of flashbacks provides some dramatic footage and effectively heightens suspense. Judicious cutting and choice of camera angles has, with some exceptions, relieved the static quality of the "aria" scenes, *and action lovers will go for several impressively-mounted battle scenes, splendidly photographed by Aldo Giordano. Film, however, is overlong and the tragic finale in which Count dl Luna has Manrico killed, not knowing he's his brother, lacks proper punch. Much material has been added to the opera libretto in an attempt to round out the story, but it's debatable whether this increases total values.

Musically, pic is expertly handled and sound work is good. Two leads, Gianna Pederzini and Enzo Mascherini, both wellknown in same roles on the stage, ably sing and act their parts, while others in cast have had voices dubbed in. Theatrical thesping usual in these films has been held to a minimum. In its field, "Il Trovatore" is a strong entry.

Special nod should go to Gastone Medin for his set design. Hawk.

La Doctora Quiere Tangos (The Doctress Wants Tangos) (Songs)

(ARGENTINE)

Buenos Aires, Aug. 9.

Argentina Sono Film production and release. Directed by Alberto de Zavalia from story by himself and Roman Vinoly Barroto. Musical score, Marianto Mores; camera, Antonio Merayo. Stars Mirtha Legrand, Mores, with Felisa Mary, Malas Starton, Maria Gamez, Yeya Gamez, Pengand, Mariano, Maria Gamez, Pengand, Mariano, Maria Guido Martino, Running time, 90 MINS.

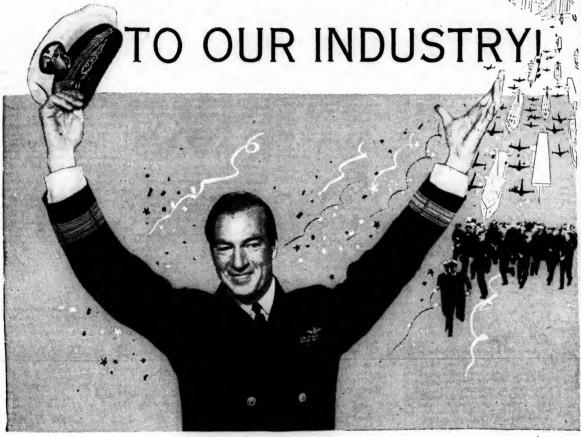
Legrand, Mores, with Felisa Mary, Maris Santos, Maris Gamez, Yeva Duciel and Claudio Martino. Running time, 90 MINS.

This production follows the current trend for musicals in Argentine film-making and is a light, entertaining farce of perhaps too broad a comedy, but refreshing in the welter of lugubirous stories so popular with local studios. It has the virtue of introducing a new film favorite in Marianito Mores, better-known as a composer and arranger of tango music, but who made a great hit in legit comedy with Delia Garces last year.

Mores has an unusual quality of spontanelty for an Argentine actor, and although he is not strong on looks, he is popular with local fans who have known him for some years as an orchestral arranger. He conducts a "Concerto in Tango" of his own, complete with background ballet, and also a Cuban rhythm, "Oscurito," which makes an easy tune to remember. Mirtha Legrand is elaborately costumed, but her precocupation with looks and clothes hampers her as actress. Production has been lavish and the hotography is fair, the whole adding up to fairly good entertainment for local audiences.

The story concerns a young femme medico who decides to engage a tango composer to organize beenefit concerts for her philanthropic interests. Boy and girl become involved with each otter to the disgust of his former glid friend. All ends happily whole

WELCOME **NEW GREATNESS**



WARNER BROS.' TRADE SHOW AUGUST 29 FOR

JANE WYATT · WAYNE MORRIS · WALTER BRENNAN · DELMER DAVES · JERRY WALD

ALBANY Warner Screening Room 79 M. Pearl St. . 12:30 P.M. ATLANTA 20th Century-Fox Screening Roo 197 Walton St. N.W. . 2:30 P.M. BOSTON **PKO Screening Room** 122 Arlington St. . 2:30 P.M. BUFFALO 464 Franklin St. . 2:00 P.M. CHARLOTTE 20th Century-Fox Screening Room 308 S. Church St. • 3:00 P.M. CHICAGO Warner Screening Room 1307 So. Wabash Ave. • 1:30 P.W CINCINNATI RKO Palace Th. Screening Room Palace Th. Bldg. E. 6th * 8:00 P.M. CLEVELAND Warner Screening Room 2300 Payne Ave. - 8:30 P.M. DALLAS 20th Century-Fox Screening Room 1803 Wood St. - 2:00 P.M. DENVER Paramount Screening Room 2100 Stout St. . 2:00 P.M. DES MOINES Paramount Screening Room 1225 High St. • 12:45 P.M. DETROIT Film Exchange Building 2310 Cass Ave. . 2:00 P.M. INDIANAPOLIS Universal Screening Room
517 No. Illinois St. • 1:00 P.M. **JACKSONVILLE** Florida Theatre Bldg. Sc. Rm. 128 E. Forsyth St. • 2:30 P.M. KANSAS CITY 20th Century-Fox Screening Room 1720 Wyandotte St. * 2:00 P.M. LOS ANGELES Warner Screening Room 2025 S. Vermont Ave. . 2:00 P.M. MEMPHIS 20th Century-Fox Screening Ros 151 Vance Ave. • 2:00 P.M. MILWAUKEE Warner Theatre Screening Room 212 W. Wisconsin Ave. • 2:00 P.M. MINNEAPOLIS Warner Screening Room 1000 Currie Ave. • 2:00 P.M. NEW HAVEN Warner Theatre Projection Ro 70 College St. • 2:00 P.M. NEW ORLEANS 20th Century-Fox Screening Room 200 S. Liberty St. . 8:00 P.M. NEW YORK Home Office 321 W. 44th St. . 2:30 P.M. OKLAHOMA 20th Century-Fox Screening Room 10 North Lee St. . 1:30 P.M. OMAHA 20th Century-Fox Screening Room 1502 Davenport St. . 1:00 P.M. PHILADELPHIA Warner Screening Room 230 No. 13th St. • 2:30 P.M. PITTSBURGH 20th Century-Fox Screening Room 1715 Blvd. of Allies • 1:30 P.M. PORTLAND Jewel Box Screening Room 1947 N.W. Kearney St - 2:00 P.M. SALT LAKE 20th Century-Fox Screening Room 216 East 1st South - 2:00 P.M. SAN FRANCISCO Republic Pict. Screening Room 221 Golden Gate Ave. • 1:30 P.M. SEATTLE Jewel Box Screening Room 2318 Second Ave. - 10:30 A.M. ST. LOUIS S'renco Screening Room 3143 Olive St. • 1:00 P.M. WASHINGTON

Warner Theatre Building 13th & E Sts. N.W. • 10:30 A.M.

Palladium, London

London, Aug. 16.
Burns & Allen, Ben Blue, Frank
Marlowe, Ben Yost Royal Guards
55, 3 Rudells, Count LeRoy, Jean,
Jack & Judy, Alan Clive, Robert
Harbin, Boy Foy.

Biggest aggregation of American talent, seven acts, with native act, Boy Foy, practically an American standard, the only non-importee. Burns & Allen are the headliners and mop up.

Foy, in a miscellany of juggling and balancing atop a unicycle, which would be an accomplishment to the terms direct show a ready

on terra firma, gives show a speedy start, with Robert Harbin, local start, with Robert Harbin, local magico, continuing the gait to good returns. The 3 Rudells, initial appearance here after provincial tryout, are first American click, appealing greatly with their clever trampoline work interspersed with good comedy. Act is ideally suited for pantomime season, and seems set for lengthy run.

Alan Clive local mimer of Hol-

Alan Clive, local mimer of Hol-lywood and English filmstars, gives touch of realism to takeoffs of Danny Kaye and Tommy Trinder. Ben Yost Royal Guards, here last year with Martha Raye, un-

last year with Martha Raye, un-load an avalanche of operatic airs, including a Victor Herbert medley to top results.

to top results.

Ben Blue, a favorite here some 15 years ago, has developed his style since those days. He now gabs to some good laughs. His other comedy antics comprise, with the help of four stooges, a mind reading act good for plenty laughs, as is his mock Russian ballet steps. With some tightening up, Blue should fit in in any revue or vaudeville bill here.

Opening intermission Leap Lack

Opening intermission, Jean, Jack & Judy, youthful comedy acros, hold spot well and reveal some nifty knockabout comedy to hefty

returns.

Frank Marlowe, playing quick return, is fast becoming a favorite at this house. His aggressive mood serves as easy target for the customers, and his pit falls are still read for laughts. tomers, and his good for laughs.

Count Le Roy, here after his suc-cess in Harold Steinman's "Skat-ing Vanities" at Wembley Stadium, socks 'em with dance impressions, atop a pedestal, of Fred Astaire, Gene Kelly and Bill Robinson, proving one of the hits of the eve-ning.

Burns & Allen, back after 15 ears, got an ovation on entry, and mmediately had the house in gufimmediately had the house in guffaws. Act is a hodge-podge of inconsequential talk on local and family matters, taking in Laurence Olivier, Val Parnell, and even the Palladium stage-doorkeeper Bert, who was in charge when couple made their first appearance here in 1932. Stage goes in two, revealing grand-piano, with Gracie doing her famed "Concerto for Index Finger." Finally, team, assisted by Ben Blue, goes into the "College Holiday" film minuet for big le "hs.

ourprise of the evening was the sudden appearance of Jack Benny and Jane Wyman, who were inveigled into coming on stage, with Benny compelled to make a speech. House was sellout, and looks like attracting biz despite current heatwave.

Rege.

Capitol, Wash.
Washington, Aug. 18.
Dean Murphy, Patti Page, Tony avelli, Peggy Taylor Trio; "Sand"

There's an overdose of music in current Capitol bill, which detracts somewhat from usual variety and pace offered here. However, since individual acts are bell ringers, customers seem to take it in stride, and like it. Accent on music is marked by usual overture. Milt Slosser organ-sing fest, and then an accordionist and chantoosey to tee off vaudebill. Rearrangement of acts would help. of acts would help.

Dean Murphy, with his impres-n monolog, headlines layout and gets terrific reception. Murphy, a great fave of the late FDR, has a winning personality and a greater respect for the celebs he minics than most imitators. His impressions gain, rather than lose in authenticity, by. the fact that he strives for effects, rather than ribbing his subjects. Running line of patter ties it all together and adds the comic touch, with constant laughs and appreciation. Sock appeal of the Murphy routine lies in his final sequence, with heavy, and strongly sentimental accent on the nostalgic. Deft assist from the pit helps put across the impressions of Wendell Wilkie. Churchill, Mrs. Eleanor Roosevelt, and, finally, FDR himself. Response is close to show-stopping. gets terrific reception. Murphy, a great fave of the late FDR, has a

Next best bet is Peggy Taylor and her two male partners in a flashy acro-adagio act. Technique is fine, with some truly dazzling

stunts. Act is cannily dressed up to give a dramatic effect, and is a to give a c solid click.

Patti Page does okay with her throaty versions of pop and novelty tunes. Blonde appeal helps, and there's plenty of whistles from galteries. Numbers are mostly on blues lines, opening with "The One I Love," then on to "So In Love" and "Cabaret," "Goody Good-Bye" varies the tempo somewhat, and "Money, Marbles and Chalk," an audience participation no velty, gives her hefty mitt action on walk-off. Patti Page does okay with her

off.

Tony Lavelli, late of the Yale basketball team, proves there are plenty of accordion fans around. Lad seems a bit awkward in emceeing, but makes up for it with a hep exhibition of handling the instrument. Patrons gave it more than usual curtain raiser approval.

Lowe.

National, L'ville

Lousiville, Aug. 19.
Rimmer Sisters, Howard Nichols,
Jimmy Nelson, Carroll Sisters,
Allan Sisters, Tucker & Gloria,
The Sensationalists, Tiny Tomale's
Orch (9); "Ladies' Man" (Par)
and "Give Out Sisters" (U).

Current bill indicates that vaude courent bill indicates that value policy is becoming firmly established. Fact that at show caught audience was made up largely of younger patrons, who gave the seven-act bill a warm reception, is a good barometer for the approacha good barom ing fall bills.

Rimmer Sisters, colored tap team, set a fast pace in opening slot, with fast rhythmic beats and off to a solid hand, followed by Howard Nichols, hoop juggler, who gets nice returns.

Carroll Sisters, nitery turn, do nicely in ballet taps. Gals inter-sperse dance with flip-flops and the

Jimmy Nelson, ventro, kept up pace set by previous acts. Nelson's flip dummy mouths some sly gags, and winds by singing while smok-ing a cigaret. Went over big with ing a cig the kids.

the kids.

Allan Sisters are pair of exotic appearing blondes who sing in duet harmony, and display plenty of vocal savvy at the mike. Gals have full, deep throated voices, and harmonized well on "Old Gray Bonet," a double version of "My Man," "Some of These Days," and other old faves, then give out with a sock rendition of "Whiffenpoof Song" and "Dry Bones."

Tucker & Gloria follow with

Song" and "Dry Bones."

Tucker & Gloria follow, with Tucker dishing out a monolog and gags which seemed overlong. But after bringing on his femme partner for a sesh of zany dancing, turn won solid applause.

Closer, the Sensationalists, roller skating trio, register with head and floor spins. Threesome appeared here in "Skating Vanities," and proved a sock finish for this bill.

Biz good at last show Endace.

Biz good at last show, Friday (19). Wied.

RKO, Boston

Boston, Aug. 20.
Jesse, James & Cornell, Grace
Drysdale, The Fontaines, Doris
Patts & Mrs. Waterfall, Kim Yen
Soo & Co., Rochelle & Beebe, Jack
E. Leonard, Proskes' Tigers;
"Kazan" (Col).

Comparing favorably to the two previous bills, this lineup has enough variety to reach all types of audiences for solid reaction. However, bill runs a little too long and could stand tightening to make it more sock.

more sock. Openers, Jesse, James & Cornell, Openers, Jesse, James & Cornell, although a little rough in spots, set a fast tempo with a sesh of solid terping while balancing large trays for hefty returns. Grace Drysdale follows with some neat puppet work for nice appreciation. The Fontaines, two boys and a gal, score neatly with ballroom dancing and halancing.

score neatly with ballroom dancing and balancing.
Doris Patts & Mrs. Waterfall, in a corn stint of overworked gags, are not too impressive, although bowoff bit with Mrs. Waterfall clowning through a Charleston routine registers okay. Kim Yen Soo & Co. baffle the payees in a smooth stint of magic, stunt of making femme aides vanish and reappear is surefire. Ben Rochelle and Jane Beebe clown their way through ballroom routines for fair response.

Jack E. Leonard, in next to closing, got off to a slow start, but captured stubholders with his impresh of Fred Astaire. Wound up stint badgerine the bit band for nice yocks. Bill winds with an exciting hit by Proske's Tigers, five cats being out through their paces by the slight Proske. Bit of teasing them with hunks of raw meat is a thriller. Attendants standing by with drawn revolvers added to the tension. Solid biz at opener.

VARIETY

Palace, N. Y.

Robert Sisters & White, Philharmonic Trio, Rigoletto Bros. with
Aimee Sisters, Eddie Garr, Jack
Powell, Sara Ann McCabe, Irving
Benson & Jack Mann, Pallenberg's
Bears, Don Albert House Orch;
"Arctic Manhunt" (U-I).

"Arctic Manhunt" (U-I).

With the majority of the bill composed of veteran acts, the Palace has whipped up a diverting octet of turns for its current session. In keeping with the house's relatively modest budget there are no top bracket names. However, the generally nostalgic flavor of the layout appears to be a sure guarantee of success with the predominantly midde-age audiences the theatre has been drawing since vaude's revival here.

Eddie Garr's mimicry evokes memories. His impressions of varied singing styles are so-so, but he gains momentum with a carbon of Jinmy Durante and garners heavy applause at the windup with a "drunk" routine that's a classic. Artistry of drummer Jack Powell also pleases. Working in his familiar blackface, he plays the sticks all over the stage and climaxes by tattooing the frame of a chair.

maxes by tattooing the frame of a chair.

Concert style of soprano Sara Ann McCabe is effective for the most part. After briskly opening with "I Know That You Know," the stately blonde loses some headway with a difficult Irish number, but bounces back with a Frimi medley. Irving Benson & Jack Mann hold down the comedy slot. Theirs is an innocuous line of chatter that occasionally assumes a slightly blue tinge. Team's best routine is an impression of strawhatted, singing comic of a bygone ra. Register nicely.

Rigoletto Bros. with Aimee Sisters, in the trey, is a show in itself. Brothers open with a bit of prestidigitation with colored handkerchiefs. Follow with the bottle and glass switch, illusion. Also essayed are juggling, bell ringing and hand-to-hand b a lancing. Femmes have little to do aside from a toy soldier shuffle they execute on their haunches. Get okay returns.

In closing slot are Pallenberg's

In closing slot are Pallenberg's In closing stot are raneoners, sears. Animals alternate in riding a ball up an incline, pushing a scooter and riding a bieycle. For the blowoff, one of the mammals pilots a motorcycle around the stage. Novelty clicks, especially a moto. Novelty e. Novelty clicks, especially in the youngsters. Reviewed un-New Acts are Robert Sisters & te and Philharmonica Trio. mer turn opens the bill while other follows in the deuce. with

Fox. St. Louis

St. Louis, Aug. 16.
Gaynor & Ross, Lloyd & Susan
Willis, O'Donnell & Blair, Jack
Gwynn & Co., Joe Shirmer, Wally
Johl, Ross Wyse, Jr., & Pegyy Womack, Ben Beri, Russ David Orch;
"Canadian Pacific" (20th).

With the lighting of this mid-town 5,000-seater after being shut-tered for several months, the first concerted effort to revive vaude in this burg has begun and initial pro tins burk has begin and initial program contains some sock entertainment. The huge house was virtually bulging for the first session and a continuance of this kind of patronage, with a 60c.75c. scale, is certain to insure vaude's retention bore. here.

patronage, with a 60c.75c. scale, is certain to insure vaude's retention here.

It's been such a long time since vaude has been presented here that a new generation has grown up but there was a large number of oldsters who contributed heavy palm pounding for every act that spurred the performers to greater effort.

Ross Wyse, Jr., well known here through his p.a. at the Municipal Theatre Assn's Forest Park theatre in former years, wowed the chair-warmers with his pratt falls, line of nifty chatter and zany stuff, with his partner, Peggy Womack, a tall, willowly gal who seems twice his size. Teeoff of Gaynor & Ross, roller skalers, working on a circular platform, started the program off on the right foot with the customers as they worked at a dizzy pace with the gal being whirled around just inches above the platform.

Lloyd and Susan Willis, comedy dancers, copped the mob's okay with their routine which included a nifty by Lloyd giving his impresh of tap dancing as it was done 35 years ago. O'Donnell and Blair, in the next slot, have a zany act in which a phony seven-foot sax explodes, chairs fall apart, a boxing glove smacks O'Donnell in the puss when he tries to play a piano, etc. It's fast stuff and the payees loved it.

r plodes, chairs fall apart, a boxing glove smacks O'Donnell in the puss when he tries to play a piano, etc. It's fast stuff and the payees loved it.

Jack Gwynne, magician, has one novel stunt in his repertory but all tricks clicked with the mob. The customers recalled Eddie Peabody, a fave here many years ago, when the control of th

Joe Shirmer, a banjoist, went through his routine at a fast tempo. Wally Johl, personable youngster with bass-baritone pipes, was second to Wyse for top honors with his interp of "Riders in the Sky" and "Some Enchanted Evening." Bill is brought to a close by Ben Beri, in tails, doing a juggling stint with tennis balls, Indian clubs and tembourines. Clicked with the customers.

Apollo, N. Y.
Billie Holiday, Machito band
(12) with Graziel, Bruce Moore;
Wong Sisters (2), The Angel, Berry Bros. (3), Pigmeat Markham &
Co.; "Hideout" (Rep).

Billie Holiday, making her first N. Y. appearance in some time due to legal snafus, is topliner of the new layout at the Apollo. She duplicates, if not tops, all previous stands at this colored vauder. Flanked by Machito's Afro-Cuban band, giving out with bebop versions of native tunes and other items, and the sock session of the Berry Bros. in their whirlwind dance contribs, it looks like the uptown vauder is in for a solid session, both entertainment and boxoffice-wise. boxoffice-wise.

"Lady Day," as usual, doesn't
let them down. Neatly-gowned and

session, both entertainment and boxoffice-wise.

"Lady Day." as usual, doesn't let them down. Neatly-gowned and niftily coiffed, the sultry song stylist gives out with a solid song session that has 'em begging for more. Teeing off with medley comprising "Lover Man." "Lover, Come Back to Me," "My Man" and "All of Me" for top reception, she follows through with "Porgy" and "Strange Fruit" for an undisputable hit and begoff.

Berry Bros., strong faves here, do equally well with their socky dance session. Lads give them everything in the book, solo-wise and tandem, and top it all with their slick acro cane twirling number for a boff finish. Win many recalls but guys are too knocked out for an encore.

Machito band also registers high on the applause decibels with its bebop treatments of sambas, tangos and other fare. Comprising five reeds, four brasses, three rhythm, bongo and maraccas trio, they give out solidly on "Timbero," "Tanga," "Blen, Blen Blen" and other tunes. Bruce Moore is spotlighted on tenor sax for a couple of items that win good applause, while Graziel, sister of the maestro, gives lusty rendition of "Oo Blaba Doo." Combo generates plenty of excitement and applause from the audience.

Wong Sisters, neat appearing Chinese gals, score in their dance and acro interlude. Pigmeat Markham & Co, house comics, tickle the audience with their customary blackout bit. The Angel, youthful

and acro interlude. Pigmeat main and acro interlude. Pigmeat main and acro interlude. He will be added to the audience with their customary blackout bit. The Angel, youthful harmonicist, mouth-organs slick arrangements of "I Got Rhythm" and a blues number for neat returns.

Majestic, Dallas

Dallas, Aug. 18.

Dallas, Aug. 18.

The Roulettes (3), Bobby Brandt, The Arnaut Bros. (3) Ruth Petty, Dave Apollon & Co. (3), 3 Swifts, Paul Haakon & Stephanie; "Roughshod" (RKO).

Vaudeville returned to Interstate's Majestic and with it came four packed houses. As early as 10 a.m. for a noon opening, crowds started lining at the b.o. to witness the much heralded return of stage shows.

Seven acts of well balanced variety and a lively pit band ushered in Dallas' comeback. Like other openings the country over, the theatre was filled with old vaude fans, theatre execs and press.

The Roulettes, a roller trio, with

ress.

The Roulettes, a roller trio, with new spins and nifty background, started the show off with interest and encores. Bobby Brandt, young tapsterer, followed with a few new tapnasties and somersaulting for neat returns. Arnaut Bros. click with their dual violin dance and bird flirtation whistling bit.

Ruth Petty, blonde songstress, with nice audience appeal, contribs neat vocal session topped by impression of Sophie Tucker on "Some of These Days." Dave Apollon and his two young talented assistants, La Verne Gustafson, pianist and Lois Bannerman, harpist, score heavily. Gals contribs are neatly received. Apollon's comedics and talking mandolin are as sock as ever and won many rounds of applause.

Three Swifts' clever club juggling, interspersed with comedy, keeps things rolling for neat returns.

Paul Haakon and Stephane Antle sock over combo of ballet.

Olympia, Miami

DeCastro Sisters (3), Art Lung Laurette & Clymas, Lenny Brus, Mayo Bros., Freddie Carlone Hous Orch; "Girl From Jones Beach (WB).

Current layout is satisfying for the vaude addicts.

Familiar to the stubholders are the topliners, the DeCastro Sisters, whose impact in a theatre seems more solid than in their recent appearances in local niteries. Much of the "sophisticated" comedica are toned down. Their harmonies are blended in a smart mixture of Latin tunes, expected from the Cubano lassies, with versions of "Riders in the Sky" and a hillbilly la mpoon particularly effective. Offed to heavy palming.

Art Lund's rugged looks and personality hit for full measure in returns, though his vocalistics are on the average side.

Mayo Bros. are neat pace-setters with their precision tappings on a platform. Slick presentation win bem solid applause. Laurette and Clymas with their tongue-in-cheek approach to ballroomology and rack up the necessary amount of giggles and mitts for neat returns. Lenny Bruce, comic, will do better once he slows up on delivery. Freddle Carlone orch backs show capably.

New Acts

ROWENA ROLLINS Comedy 10 Mins.

Latin Quarter, N. Y.

Rowena Rollins (ex-Masters &), now in business for herself, stands to make her mark as an eccentric comedienne with probabilities that maximum effectiveness will be in vaudeville. Miss Rollins has col-lected some good material, best of which seems to be her impression which seems to be her impression of a stripteuse making a political speech. Carryover from her act with Johnny Masters is the impres-sion of Mrs. FDR which is also a laughgetter and her eccentric arm movements similarly are in a comic

wein.

Miss Rollins. on show caught, exhibited virtually her entire catalog to fine results. A bit of judicious cutting would provide more spark to her act. Turn looms like a durable item for the tourist set in cafes and it's broad enough to make a handy impression in the worldilmers.

Jose.

ROBERT SIŞTERS (2) & WHITE

ROBERT SISTEMS (A)
Balace, N. Y.
Three gals garbed in short, blue dresses contrib varied terp routines atop a raised platform. Femmes work in unison, in tandem and individually. Turn builds to a climax with two of the gals executing acrobatic somersaults.
Despite the obvious earnestness an spirit of the trio, the act has an irritating sameness to it. A dash of comic patter midway through the stepping might supply the needed change of pace. With further experience the Robert Siters & White loom as likely constenders for most vaude and nitery bookings.

PHILHARMONICA TRIO
Harmonica Novelty
6 Mins.
Palace, N. Y.
Handling three numbers in the
deuce spot here, the Philharmonica
Trio shapes up as a better-thanaverage mouth organ turn. Three
males use one standard size instrument and what appear to be two
oversize gadgets.
Particularly novel are their arrangements of Liszt's "Hungarian
Rhapsody" and the "St. Louis
Blues." Boys sell their efforts well
and impress as suitable material
for vaude and cafe time that
doesn't call for too sophisticated a
turn.

RKO SHELVES PIC IN SNARL WITH SHERIDAN

Hollywood, Aug. 23. elved "Carriage En-RKO shelved

RKO shelved "Carriage Entrance," proposed Ann Sheridan starrer, because of casting difficulties. Studio declared actress was responsible for the cancellation but she denied it.

"I approved Robert Young. Franchot Tone, John Lund and Charles Boyer," she said, "but they all turned it down. Others proposed by RKO were not acceptable. This is no reflection on them personally or on their abilities. I simply felt they would be miscast in the role."

Chi Ozoner Talks

Chicago, Aug. 23.

Chicago, Aug. 23.

Chicago area eame to a boil this week when Tom McConnell, attorney for the Jackson Park theatre, asked Ben Kalmenson, Warner Bros. general sales manager, for non-exclusive first-run product for the Twin Drive-In. Latter ozoner, owned by Thomas Flannery and Nat Varger, now plays first subsequent-run product.

now plays first subsequent-run product. Twin Drive-in recently bid for WB's "Look For The Silver Lin-ing" but was turned down. Mi-Connell now says he wants firstrun and warned that if the drive-in is

and warned that if the drive-in is not allowed to show product on a non-exclusive basis, he would take the matter to court. McConnell repped the Jackson Park theatre in its successful suit to revise the Chi distrib setup.

McConnell showed Kalmenson statistics proving that drive-ins gross more revenue consistently than any Loop house. He alleged that an ozoner with a 2,000 car capacity, playing two or three shows nightly at 60c per capita, can earn up to \$60,000 weekly on a film. can ear.
a film.
In South

Bend, Ind., In South Bend, Ind., equity clearance action by the South Bend Auto Drive-In, on which hearing was held last week before Chi federal Judge Phillip Sullivan, Seymour Simon, ozoner drive-in attorney, asked for an injunction against Balaban & Katz, operator of Col-fax, Palace and Granada, which have 30-day clearance over the

outery.

Injunction asked that six B&K employees be prohibited from taking down license numbers of patrons' cars, an action which the lawyer said was injurious to business and an "invasion of private rights." Opposing legalite, Sam Block, maintained any person has the right to copy such information if he wished, and judge concurred with that opinion, but did not pass on the request, setting a hearing before Judge John P. Barnes for Aug. 29.

GAEL SULLIVAN AGAIN ON A MILEAGE SPREE

Gael Sullivan, exec director of the Theatre Owners of America, who has blanketed the country during his first year in office, is now vying to rack up another mileage record for his second year. Close on his return from a Chicago speaking engagement, TOAer is on wheels for another swing.

Over the weekend he shoved off or Jacksonville for a guest appearance.

Over the weekend he shoved on for Jacksonville for a guest appear-ance before the Motion Picture Ex-hibitors of Florida annual conven-tion. From Jacksonville, Sullivan headed north for a confab today (Wed.) with George Schoeneman. U. S. Commissioner of Internal Revenue. He is huddling Schoene-man on tax rulings which refer to

drive-ins.
Sullivan then takes off for Chicago to attend the industry p.r. meet. He is due from Chi on the Coast, Sept. 1, for prelim work on the TOA convention. After that conclave ends, Sullivan hles himself to St. Louis for the convention of the Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois.

Before heading again for Ne York. exec director takes in the TESMA conclave in Chi, Sept. 26.

Col's 4-Way Stretch To Huey Long Pic's Finale

Hollywood, Aug. 23.

Hollywood, Aug. 23.

Columbia is puzzling over how to wind up "All the King's Men." the takeoff on the life of the late Ruey Long. Representing something of a high in this respect, Robert Rossen, producer-director-scripter of the film, has made and is testing four possible endings. Rossen returned here after sneak previewing the pic in New York.

One of the endings depicts Broderick Crawford who plays the Long-like part just being shot up and killed. Alternative folderoos shows Crawford killed but attempts to leave the audience sympathetic to the slain politico. Two other ends wind up the pic before the actual assessination but leave no doubt of his fate with the audience.

Chas. Skouras

Suing for 1st Runs

Chicago, Aug. 23.

Simmering hassle over drive-in clearances in the Chicago area came to a boil this week when Tone ame to a boil this week when Tone are to a boil this a good will trip, but it's known that Spyros Skouras, 20th's prez. is anxious to buy into likely foreign theatres that Spyros Skouras, 20th's prez. is anxious to buy into likely foreign theatres that Spyros Skouras, 20th's prez. is anxious to buy into likely foreign theatres since the Federal decree does not bar exhibition outside the U. S. borders. Rank has some of the choicest houses outside the Western Hemisphere.

In dickering for foreign theatres. Skouras is following a definite patbecomes is to join Rank in his Scotland shooting lodge for the grouse season. However, it is reported here that the main purpose of the trip is to push discussions of 20th-Fox's campaign to acquire a stable in toward. sizable interest in Rank's Odeon chain of Canada as well as a-first-run theatre in London.

With the anti-trust decision now with the anti-trust decision now forcing 20th to divorce its big U. S. chain, proposals for the purchase of a share in Rank's other overseas tern. He is offering both hard American dollars and valuable tern. He is offering both hard American dollars and valuable longterm franchises on 20th prod-uct. Rank, it is said, considers these franchises of considerable importance in rounding out his bookings with Yank pix.

'Old Customers'

Continued from page 5

arises, our sales people are in-structed to step in and divide the product."

U's attitude is backed by a number of other distribs, checkup by VARIETY discloses. Admittedly

U's attitude is backed by a number of other distribs, checkup by VARIETY discloses. Admittedly, competitive selling has been instrumental in boosting rentals to a certain extent. However, its abuses, particularly that of overbidding are now coming to light in view of the two years or so of experience behind distribs.

Attorneys for the majors incline towards the view that the Federal courts will uphold product-splitting when the inevitable test ligresented. The challenge is likely to be presented by a big chain peeved over the fact that its higher bid is ignored in favor of an outright product split. Legalites uphold the validity of the growing practice with the contention that splitting product is a form of distribution which keeps within the tribution which keeps within the law since it does not involve dis-

crimination.

If their contention stands up crimination.

If their contention stands up, distribs believe that the "old customer" can be protected and kept in business without a head-on collision with the anti-trust rulings.

Par's Showcase

Continued from page 3

podrome reopens Aug. 31 under the name of the Center with the Bing. Crosby starrer, "Top o' the Morning" as the kickoff pic.

Hippodrome is one of the five houses which Par took over when the Greater Buffalo Amusement chain, co-partnered with Loew's and Vincent McFaul, was broken up earlier this year. Other big pix booked for the house are Warner Bros. "Task Force" and "Under Capricorn."

Ambitious remodeling plans are set for the 11 houses which Par ac-

Ambitious remodering pains are set for the 11 houses which Par acquired in the dissolution of the Comerford partnership. Work is currently under way for these theatres, which are scattered through important Pennsylvania towns.

United Paramount will seek to the paramount will seek to the paramount will seek to the paramount theatre in

establish a Paramount theatre establish a Paramouni theater in every major situation as a show-case for the big chain, Par exec said. With that plan In mind. Great Lakes theatre, Buffalo, has had its name changed to Paramount. New-man in Kansas City has also taken on the Paramount label instead.

Skouras-McCloy

= Continued from page 3

Skouras flew back to Paris the

Skouras flew back to Paris the same day.

Twentieth prexy has been in Europe and the Near East more than nine weeks on a combined business-vacation junket. During his trip, he visited every 20th exchange in those areas and huddled with production veepee Darryl F. Zanuck, who is also in Europe now, on plans for lensing pictures in all parts of the world. With 20th general counsel Otto E. Koegel, who returned to the U. S. last week, he powwowed with J. Arthur Rank on a possible 50% buy-in of Rank's Odeon circuit in Canada. He also arranged for the building of four new 20th theatres in Israel.

Hold Cincy Exhib On

Cincinnati, Aug. 23.

A charge of fraudulent advertising of a picture title caused the arrest last week of Jack Silverthorne, manager of the downtown Strand theatre, operated by Telenews Theatres, Inc. It was pre-

news Theatres, Inc. It was preferred by John L. Lamb, an inspector for the Ohio Division of Film Censorship, on the claim that the preture advertised as "Girls of the Underworld" was originally censored in this state under the name of "Law of the Tong." It is the first such case here.

Film disputed was shown Friday (19) with another reissue, "Probation." an early Betty Grable release, Silverthorne said they were supplied by Classic Pictures, 1600 Broadway, New York, together with advertising material and posters bearing those titles, and had Ohio censor seals and numbers, Scheduled for a four-day run, the two pictures were replaced Saturtwo pictures were replaced Satur-day by two James Cagney oldies, "Battling Hoofer" and "Great Guy," distributed by indie, Reel

Silverthorne said that "Girls the Underworld," under that title, was shown two years ago at the Strand and later at the Gayety, downtown burlesque-filmery.

MARCO WOLFF SEES TV **ULTIMATE THEATRE AID**

St. Louis, Aug. 23.

Television in the long run will be a great boon to theatreowners. according to Marco Wolff, v.p. of Fanchon & Marco, Inc., who was in town last week to witness the reestablishment of vaude at the Fox theatre.

Wolff said he believed tuat within five years many of the great tele
programs will be shown in theatres
and sponsored by them. Such programs, he said, would include
World Series games, world championship boxing contests, basketball tournaments and musical and
theatrical events. Mass financial
support from theatre audiences
would enable tele to make great
strides, Wolff stated.

He also said that a nationwide
group of 3,000 to 5,000 theatres
could support more lavish entertainment than any one advertiser.
However, he pointed out, until that
time theatres will have to worry
about tele draining off their attendance. As envisioned by Wolff,
theatre tele programs would be on
a special channel.
Commenting on yaude Wolff said Wolff said he believed that with-

a special channel.
Commenting on vaude, Wolff said that if it "takes" in St. Louis is will be extended to other F&M houses.

Sam Engel Not Sanguine About Brit. Locationers

A location type film can only made in Britain with difficulty. be made in Britain with difficulty, 20th-Fox producer Sam Engel de-clared upon his arrival in New York last week on the Queen Elizabeth. Fresh from guiding the London locationer, "Night and the City," Engel said facilities there were inadequate for such a proj-ect.

ect.
Praising the British crews. Engel said they deserve full credit for their willingness to work with antiquated equipment. Slated for antiquated equipment. antiquated equipment. Stated for a wrapup within four weeks, "City" is having 70% of its footage shot in and around London. Interiors are being lensed at the Shepper-ton studio where conditions are much better.

"much better."

Engel, who planed to the Coast a few hours after his arrival, will stay a month in Hollywood to scan some five other projects he has in various stages of work. He then returns to London for "City's" windup. His upcoming slate includes "Jackpot," due to roll in October; "Scotland Yard," another London locationer, plus "International Police Story" which Leonard Hoffman is now scripting.

Jersey Allied's Slate

Top-brass of National Allied will show up at the New Jersey Allied convention, set for Atlantic City, Sept. 12-14.

Sept. 12-14.

Among Allied biggies attending will be board chairman Abram F. Myers; William Ainsworth, prez: Benjamin Berger, North Central Allied Head, and Lauritz Garman, president of Motion Picture Theatre Owners of Maryland.

d Cincy Exhib On False Advertising Rap No Near Dollar Conversion Due U.S. **Picture Companies From Germany**

With 23,000.00 marks (\$6,900. in along with "unbiased" outsiders, 000) due the Motion Picture ExOffice of the portations in Germany, there's no immediate of this new control office, particupossibility of the organization's larly in respect to religious constructions.

in Germany, there's no immediate possibility of the organization's blocked earnings being converted into dollars. However, the military government is permitting the use of frozen marks in the German economy. That's the American film companies' future remittance situation, as seen by Arthur Mayer, retiring chief of the Motion Picture Branch for the U. S. Military Government in Germany.

Citing 20th-Fox's German locationer, "I was a Male War Bride," as well as the company's "Quartered City," currently shooting in Berlin, both of which represent partial liquidation of the firm's marks, Mayer feels production of these pix in western Germany creates a convenient precedent for other majors. Meanwhile, he added, unless the American industry shows some restraint, undoubtedly there will be some form of restriction to prevent the Yanks from flooding the market, which is capable of absorbing only 300 films annually.

Sees Market Flooded annually.

capane of absorbing only 300 films annually.

Sees Market Flooded

On the basis of some 200 pix that U. S. companies have submitted over the past three months to the Civil Affairs Administration of the U. S. Army for approval, Mayer asserted "there's every indication the market will be flooded when the majors start individual distribution Jan. 1. Furthermore, there are only 3,200 theatres available in the west zones to absorb product as against the prewar 6,000 houses. Although native production probably won't top 30 features this year, he said, other continental product, as well as British films will obviously compete with U. S. pix for German playing time.

Mayer looks askance at the Military Government's action which will relax all film controls as of

Mayer looks askance at the Military Government's action which will relax all film controls as of Sept. 15. He stressed that the only rein occupation authorities will have after that date on pictures will be the right to stop any film that's "harmful to the prestige or safety of the occupying forces." This, he feels, is an especially "nebulous" phrase.

No Pre-Production Censoring

This, he feels, is an especially "nebulous" phrase.

No Pre-Production Censoring Inu the future, Mayer declared, there will be no "pre-production' censorship. However, he added that the German industry is establishing its own "film self-control liching its own "film self-control."

that the German industry is estab-lishing its own "film self-control office." The MPEA hasn't joined, he revealed, since it is said to fear a German "plot" that might bar American product. On the other hand, Metro has already submitted films for the organization's seal. It's also understood that Universal "unquestionably" would submit its pix.

"unquestionably" would submit its pix.

Analyzing the native industry setup, Mayer said that under a policy of splitting production, distribution and exhibition into three separate divisions the distributor has emerged as very powerful, and the producer is financially weak. This arrangement, he emphasized, is breaking down under its own weight. Accordingly, legislation was asked to permit film-makers and distribs to own five showcases apiece. However, they have been and distribs to own live showcases apiece. However, they have been granted only one. As an example of how broke producers are, Mayer pointed to a special fund set up to rediscount their notes. But before processing, the bank must have the approval of the Minister of Economics. That, in effect, is state control, the Army's film chief

'Johnston Office' for Germany Frankfurt, Aug. 23. Plans for setting up a Johnston-office type German film censorship Plans for setting up a Johnstonoffice type German film censorship
organization are nearing a definite
form. Project will be tagged "Film
Selbstcontrolle Amt" or "Film Selfcontrol Office." It will exercise
censorship over all foreign and
domestic films reaching German
screens. However, it will be conducted on a voluntary basis with
no producers forced to submit
their pix to this body.
Organization has been approved
by Military Government authorities and will probably succeed the
Information Services Division (ISD)
as the west's censorship body. ISD
disbands Sept. 15. Local equivalent
of the Johnston office will be composed of representatives of the in-

by Military Government authorities and will probably succeed the Information Servlees Division (ISD) as the west's censorship body, ISD disbands Sept. 15. Local equivalent of the Johnston office will be composed of representatives of the industry and possibly some observers from the newly-formed west German government. It's likely that some church censors will also sit

of this new control office, particularly in respect to religious censorship. Both German and foreign producers have experienced considerable difficulties in regard to screening their product in Catholic Bavaria and other devout regions in the past. In these sectors, church censors are virtual dictators of the screen. Their rejection of a picture usually means a complete flop. By pre-censoring pix through the new board, German producers houe the sectional censorship can be largely sectional censorship can be largely eliminated.

Arthur Mayer Deplores Israeli Exhib Payoffs

ISTACH EXRID YAYOHS

Fresh from a two-week tour of Israel, Arthur Mayor, retiring chief of the Motion Picture Branch of the U. S. Military Government in Germany, said in New York Monday (22) that he was stunned by the heavy taxes and weighty film rentals paid by Israeli exhibitors. Pointing out that Tel Aviv has some six first-run situations, he noted that from the average 80c admission the government slices a 48% bite, while theatremen generally pay a distrib 42% of their first weck's gross.

Despite the talk of much theatre building, Mayer declared that con-

Despite the talk of much theatre building, Mayer declared that construction costs are astromonically high and labor's wages are also fantastic. With about .75 theatres throughout the country, the existing houses have a total of approximately 37,000 seats. Roughly, 80% of playing time is devoted to American product. Native production is negligible. The former operator of New York's Rialto theatre said he was particularly amused at he was particularly amused at Arabic, Hebrew and English titles, which roll haphazardly across the frames of every print.

Sue Majors, NSS For \$450,000, Charge Trust

Phlladelphia, Aug. 23.

\$450,000, Charge Trust
Philadelphia, Aug. 23.

A suit for treble damages of
\$450,000 was filed in U. S. district
court here last Thurs. (18) by
Charles Lawlor and Mitchell
Pantzer, operating the Independent
Poster Exchange here, charging
violation of the Sherman and Clayton anti-trust acts, against the National Screen Service Corp. and
13 major Hollywood film firms.
National Screen and the pie
companies are accused of attempting to squeeze the local pic-poster
distributing agency out of business.
The suit, for which no hearing
date has been set, named as codefendants with National Screen
Columbia, Eagle Lion Film Classics, Loew's, Inc., Mot ogram, Paramount, Republic, RKO-Radio, 20th
Century-Fox, United Artists, Universal, Warners and Metro.
According to the complaint, National Screen has been made exclusive agent for the 13 picture
companies for the rental of posters
and other ad matter concerning
pictures to exhibitors throughout
the country. The plaintiffs say
they have been renting their supplies from National Screen since
1943, to distribute to customers of
the exchange.

Allvine's N.Y. State Pix

Allvine's N.Y. State Pix

Glen Allvine, former New York press chief for the Motion Picture Assn. of America, and now director of the motion picture unit of the New York State Dept. of Commerce, is making a series of shorts about the state. They're all being edited in a TV and a 16m version

version.

Allvine was in Palmyra, N. Y., last week directing the shooting of a pageant annually held there there nast week directing the shooting of a pageant annually held there commemorating the start of the Mormom trek to Salt Lake City, He's also winding up editing now of "H20 and Why," a three-reeler showing the water resources of New York.

AT ALL THESE THEATRES **Greater New York and New Jersey** Showing at your own Neighborhood Theatre!

Giant Gorilla Becomes

Powder-Keg Pet of

Night-Club Society!

MERIAN COOPER'S

AMAZING ADVENTURE

IN THE UNUSUAL!

THE TEN MOST TERRIFIC THRILLS EVER PICTURED!

Fights capture by men and horses!

Tamed as night club star!

Out-muscles 10

strongest men!

Balances girl, piano, over head!

Rips iron doors, steel bars!

Wrecks palatial night club!

O Defies police machine guns!

Technical Creator — Willis O'Brien Screen Play by Ruth Rose Distributed by RKO Radio Pictures

Companion Feature

At All Theatres Except

Those Marked *

A DORE SCHARY Presentation

Rescues children from the big blaze!

O Tormented, goes wild!

O Baby gorilla reared by girl!

MANHATTAN RKO THEATRES COLISEUM WED. AUG. 24th THRU Blat ST. B6th ST. 125th ST. REGENT ALHAMBRA MON. SKOURAS THEATRES ACADEMY OF MUSIC RIVERSIDE NEMO BRANDT CIRCUIT LYRIC Aug. 24 thru 30th SELWYN Aug. 31 thru Sept. 6 RUGOFF & BECKER CIRCUIT BRONX

RKO THEATRES
FORDHAM
CHESTER
FRANKLIN
ROYAL
PSIHAM
CASTLE HILL WED. AUG. 24th THRU J & J THEATRES MON. AUG. SKOURAS THEATRES TUXEDO

WESTCHESTER

RKO THEATRES

Proctor's, MT. VERNON
Proctor's, NEW ROCHELLE
Kaith's, WHITE PLAINS
Proctor's, YONKERS

WEB.
446. 24

SKOURAS THEATRES

VICTORIA, Ossining Aug. 24 thru 27th CAPITOL, Port Chester Aug. 24 thru 29th BRONXVILLE, Bronxville Sept. 4 & 5th PUBLIX CIRCUIT

UPSTATE N. Y.

PUBLIX CIRCUIT
BARDAYON, Poughkeepsie Aeg. 24-30
PARAMOUNT, Middletawn Aug. 24-27

SKOURAS THEATRES ROCKLAND, Nyack BROADWAY, Hoverstraw LAFAYETTE, Suffern

FABIAN CIRCUIT STRAND, Port Jervis Aug. 25 thru 27th

also at ACADEMY, Liberty Aug. 25
BROADWAY, Manticella & thru 27th

LIGGETT-FLORIN CIRCUIT

DOVER, Daver Plains
MILLERTON, Millertan
PINE PLAINS, Pine Plains
RITZ, Newburgh Aug. 26 thru 29th
ST. CLOUD CIRCUIT

AMENIA, Amenia Aug. 26 & 27th
also at ** RITZ. White Lake Aug. 26 & 2

NEW JERSEY

RKO THEATRES

PROCTOR'S, Newark
STATE, NewBrunswick
ST. CLOUD CIRCUIT

ST. CLOUD CIRCUIT
NEWTON, Newton Tedey thre Wed.
HUNTERDON, Flemington Aug. 24 - 261
STRAND, Hacketistown Aug. 25 & Zeith
BELYEDRE, Belvedez
ROYS, Bleistown
BARN, Franchiown
SUSSEX, Sussex
FRANKLIN, Franklin
CLINTON, Clinton Pt. 3 and 291h
WASHINGTON, Wosh Aug. 22 - 30th
SKOURAS THEATER

SKOURAS THEATRES
STATE, Jersey City Aeg. 24 thre 30th

WARNER CIRCUIT

* BAKER, Dover Aug. 24 thru 27th

* MONTAUK, Possaic | Aug. 25

* FABIAN, Patersan | thru 31st PRUDENTIAL CIRCUIT

PLAYHOUSE, Princeton Aug. 25 thru 27th BRANDT CIRCUIT

PALACE, Netcong Aug. 25 thru 27th

with VICTOR JORY - MARY PHILIPS - JAY C. FLIPPEN
Produced by HERMAN J. MANKEWING - Birecied by HICHOLAS RAY - Screen Play by Herman J. Mont READE CIRCUIT

COMMUNITY, Morristown Aug. 25
MAJESTIC, Perth Amboy thru 31st
CARLTON, Red Bank
PARAMOUNT, Lang Branch
STRAND, Freehold
thru 30th

SNAPER CIRCUIT STRAND, Keyport—Aug. 24 thru 27th also at STATE, Boonton Aug. 28 thru 30th I. T. S. CIRCUIT

John Ford and Merian C. Cooper presen

The Strange Story of a Girl and a Gorilla

TERRY MOORE • BEN JOHNSON

and ROBERT ARMSTRONG with FRANK McHUGH

MAUREEN O'HARA MELVYN DOUGLAS

GLORIA GRAHAME BILL WILLIAMS

A Woman's Secret

Directed by ERNEST B. SCHOEDSACK

**RIVOL, Selmar

**COLONIAL, Sesside Park

**ARNOLD, Point Pleasant

**STRAND, Sesside Park

**RITZ, Sering Lake

**RITZ, Spring Lake

**LAYALETTE, Lavolette

**RIALTO, Selmar

**GROVE, Paint Pleasant

**SEROVE, Paint Pleasant

BROOKLYN

RKO ALBEE Today thre Tuesday

RKO THEATRES

KENMORE DYKER PROSPECT TILYOU ORPHEUM MADISON BUSHWICK GREENPOINT WED AUG. THRU MON. AUG. REPUBLIC

CENTURY CIRCUIT KINGSWAY—Aug. 24 thru 28th MIDWOOD—Aeg. 24 thru 29th MARINE—Aug. 24 thru 28th MAYFAIR—Sept. 5 & 6th

RANDFORCE CIRCUIT

Aug. 24 thru 28th Aug. 24 thru 29th WALKER SAVOY CONGRESS Sept. I thru 4th

LOEW'S CIRCUIT BORO PARK—Aug. 24 thru 29th

QUEENS & L. I.

RKO THEATRES

KEITH'S, Flushing
KEITH'S, Richmand Hill
STRAND, Far Rockaway
ALDEN, Jamaica

WED.
AUG. 24
thre MON.
AUG. 29th

SKOURAS THEATRES

ANORRA Astoria

ANORRA Astoria

RIVOLI, Hempsteed

BOULEVARD, Jackson H ghts 39th

MIDWAY, Forest Hills Aug. 24

PLAYMOUSE, Great Neck 3 the 30th

COVE, Glen Cove Aug. 24

BEACON, Port Washington 5 thre 27th

ROOSEVELT, Flushing 5 app. 4

MANHASSET, Manhasset 4 & 5th

MAYLINE Reside.

BAYSIDE, Bayside
GRAND, Astoria
BROADWAY, Astoria

PRUDENTIAL CIRCUIT

BABYLON, Babylon Tedey the AMITYVILLE, Amityville Fresday SAYVILLE, Sayville Aug. 25 thre 27th SMITHTOWN, Smithtown LINDENHURST, Lindenhurst

LINDENHURST, Lindenhurst
ISUP, Islip
SAG MARBOR, Sog Herbor
SUPFOLK, Riverhead
West Hampron Beach
NORTHOORT, Northport Aug. 28 & 29th
ISLAND, East Islip
Sept. 2nd
COMMUNITY, Fire Island
KINGS PARK, Kings Park
Sept. 3rd
KINGS PARK, Kings Park

CENTURY CIRCUIT

LYNBROOK, Lynbroak—Aug. 24 thre 28/ QUEENS, Queens Village GROVE, Freeport SUNNYSIDE, Woodside HUNTINGTON, —Aug. 26 & 27th Huntington Station

RANDFORCE CIRCUIT LEFFERTS, Richmond Hill Sept. 5 & 6th

RUGOFF & BECKER CIRCUIT LAUREL, Long Beach-Aug. 24 thru 27th LIGGETT-FLORIN CIRCUIT

LYRIC, Oyster Boy - Sept. 4 & 5th also at PARK, Rockaway Park Aug. 31 - Sept. 3rd

STATEN ISLAND

FABIAN CIRCUIT

PARAMOUNT, Stapleton—Aug. 26-291 RITZ, Port Richmond—Aug. 31-Sept. 3r

This Ad reproduced same size as it ran in New York. Brooklyn and New Jersey newspapers.

******* Clips from Film Row

NEW YORK

Cotton Vogelphol, Warner sales-man, promoted to assistant branch manager for company in Dallas. Four divisional coordinators

man, promoted to assistant branch manager for company in Dallas. Four divisional coordinators were named last week for 20th-fox's 18-week branch managers' testimonial sales drive, which starts Sunday (28). At meetings held in the company's U. S. and Canadian exchanges, assistant southern sales chief Paul S. Wilson received the nod to head up the southern division in the drive; assistant western sales manager Bryant D. (Buck) Stoner, will head up the west; Cincinnati branch manager Joseph B. Rosen will handle the central division, and Joseph C. Clair, assistant to division chief Martin Moskowitz, will supervise the Yankee division. Coordinators for the New England, mideastern, midwestern and Canadian divisions are to be named this week.

Metro's second executive training course starts Sent 10

adian divisions are to be named this week.

Metro's second executive training course starts Sept. 19 at company's homeoffice with six from the field getting indoctrination. Course will last six weeks and include lectures by the theatre, ad-pub, sales and foreign wings. Those tapped are Connie Carpou, William Madden, C. E. Prince, Max Shabason, Woodrow W. Sherriil and Harold Zeltner. Five of the six who took the first course have since been upped.

upped.
Harry H. Walders resigned as RKO's Cleveland branch manager, reflective Monday (29). Jack Bernstein, Toronto branch manager, replaces him, with Jack Labow, Toronto salesman, moving up to manager.

WILLIAMSBURG, VA.

Thomas M. Halligan named general manager of Williamsburg theatre. With the house 15 years, he started as usher.

ALBANY

Carl Harte, formerly booker for Warners in Charlotte, N. C., ap-pointed head booker and office manager for company here, suc-ceeds Raymond Powers, resigned

manager ceeds Raymond Powers, after 15 years.
Charles Rossi operator of Paramount at Schroon Lake, and two others were injured in a two-car collision near that village. All three are reported as not seriously injured.

CHICAGO

Town theatre, Highland, Ind., two miles south of Hammond, Ind. bombed last week. House is op-erated by Kenneth Dickinson, who refused by Kenneth Dickinson, who refused to continue using two pro-jectionists of Local 133, Hammond, lnd. after union asked for wage r union asked for wage of 22c an hour for each

Bill Galligan, former manager of

Bill Galligan, former manager of Esquire, opens his own theatre, Gien, in Glen Ellyn, Ill.

Tom McConnell, film attorney, took over Moonlite Outdoor theatre, Hammond, Ind.

Morton Lang, assistant manager of the Loop Telenews, appointed executive head of the Northside Telenews, set to open Sept. 10.

WASHINGTON

20th-Fox given building permit here to erect a new \$200,000 film exchange building at 415 Third Street, N. W., In film row sector. Building will be two-story brick structure.

MEMPHIS

Bob Bowers, general manager of Allied Indie Theatre owners of Memphis and Midsouth, resigned this week to become manager of Memphis' Zer-Mac Theatre Co. Nabe houses to be handled by Bowers are Lamar, Capitol and Joy.

Joy.

Lioyd T. Binford's green lighting of "Home of Brave" has Memphis' Film Row still buzzing. Fic zoomed to sock week with hundreds of Negro fans standing in line for hours to get a seat in 250 seat segregated section in the Malco.

MINNEAPOLIS

"Wages of Sin" and "Nine Girls in Hell" in Grand for indefinite

brate 40th wedding anni with

or the control of the

M. A. Levy, 20th-Fox branch manager, on job again after hospital siege.

Arthur C. Bean, former Lakota, N. D., exhibitor, awarded lease on the 1.142-seater built by the Government at Riverdale, N. D., on the Garrison damsite. Under the lease Bean agreed to present a minimum of 17 pictures a week and to take over the government's film contracts calling for high percentage terms.

Film Classics gets booking for time in both local and St. Paul RKO-Orpheum theatres via "Lost Boundaries."

James Nederlander, manager of Lyceum, legit house, has asked distributors for a 28-day run for his house. He would show pix between stageshow dates.

Theatre Associates, biggest of territory's non-profit buying pools, which has been boycotting Paramount in effect since its organization about two years ago, but it couldn't pass up "Sorrowful Jones" for its Twin City members.

As a means of combatting spread of double featuring in local neighborhood houses, North Central Alleld is planning to use its influence to have distributors set back clearance substantially when their pictures are twin billed.

ST. LOUIS

ST. LOUIS
Jablonow-Komm Theatres, Inc.,
St. Louis, purchased 150-acre tract
between East St. Louis and Collinsville, Ill., for a 1,000 car drive-in.
Edwards and Plumlee Circuit
readying their new Ozark, Eldon,
Mo., replaces house destroyed by
fire last February.
H. Paul Stroud sold his interest
in World Theatrical Enterprises,
owner of World theatre here, and
a drive-in at West Quincy, Ill. He
has company that manufactures
speakers for drive-ins.
The Cape, new 500-car drive-in
near Cape Girardeau, Mo., municipal airport, lighted.
Vaude acts have been added at
Harrisburg, Ill., drive-in operated
by Olen J. Ingram and Associates.

CALGARY, ALTA.

Roy Chown, manager of Strand here and secretary of Alberta Assn. of Motion Picture Exhibitors, resigned as chief accountant for gary Stampede office after years.

DENVER

Annual goif tournament and pic-ic of Rocky Mountain Screen club et for Aug. 31 at Park Hill Coun-

set 10 Aug.
Try Club.
Norman Probstein, owner of
State, bought Alpine and Grand
from Larry Sandler. Tom Ahrents
will be city manager and manage

tate. Henry Friedel, Metro branch anager, to Des Moines, for funer-

manager, to Des Moines, for funeral of father.
Floyd W. Beutler and J. P. Brandenburg, owners Taos. Taos.
N. M. bought land for \$75,000 drive-in there.
Claude Newell. Metro booker, quit to run a filling station; John Roberts, assistant, moves up.

CHARLOTTE

Special meeting of Drive-In Theatre Owners' Assn. considered litigation fund and an increase in association membership. Mrs. Hazel Graves was elected secretary of the organization.

DALLAS

Ambitious plans to provide a variety of film entertainment for Latin-Americans who will harvest the annual cotton crop in south Texas is being made by Wallace Blankenship Theatres. S. J. Neeland, circuit office manager, says negotlations are under way her with Arteca Films and Clasa-Mohme to get 15 feature pix from each.

run.
Ted Mann. operator ôf World,
downtown firstrun, in California
to look over drive-in interests.
Fred Bunkelman. Universal
salesman, bedded by flu.
S. G. Lebedoff, long an independent exhibitor here and now
owner of Washlngton, Los Angeles
where of Washlngton, Los Angeles
nabe house, here with wife to cele-

plans to build a new 1,000-seater there.

there.

Former Air Force Col. Phillip Cochrane, visited Randolph Air force Base near San Antonio to see if it could be used as site for an RKO plc. He is now acting as technical advisor for RKO on "Jet Pilot."

Pilot."

One downtown and 13 Interstate nabe houses are offering kid shows each Saturday morning.

Charlie Mazurek, treasurer of Palace in San Antonio. resigned to join the Navy.

Feasibility of a curfew law in San Antonio to keep young people off the streets late at night is slated for discussion at police department juvenile office.

T. L. Richey sold his Ritz at Linden to H. C. Lower.

KANSAS CITY

Fox Midwest host last week to members of Navy's "Hurricane" troupe, now touring country, at a luncheon in Muehlebach hotel.
Ted Grant, formerly manager of the K. C. house for Durwood circuit, back as homeoffice booker. Bob Hynes, long ad manager for circuit in St. Joseph now city manager there.

DETROIT

The Michigan, 4,000-seater, celebrates 23d anniversary Friday (19). United Detroit Theatre went all out on bally recently. Under publicity director Alice Gorham's direction, television show was built around paper mache model of Joe Young, gorilla hero of "Mighty Joe Young," Circuit's Michigan tossed big anniversary party complete with cake-cutting, contests and lobby displays. To bally "Black Magic" at United Artists, UD brought in hypnotist Eugene Bernstein for lobby pitch.

SEATTLE

R. O. Wilson, manager of Lip pert Productions' Portland ex change, will manage the company' Seattle exchange, succeeding Mor

Seattle exchange, succeeding Mort Bramson.
Fire recently destroyed the Cari-bou at Brewster, Wash., but the next day bulldozers started to clear land for rebuilding. Owner and operator of house is Jerry Davis.

PITTSBURGH

PITTSBURGH

Alex Blair named manager of Shadyside, succeeding late Dave Broudy. He was assistant at that house when first opened but lately was pilotting Manos, Indiana, Pa.

James Carey, who got start as usher here at Penn, promoted from manager of Majestic, Evansville, Ind., to Loew's, circuit's No. 1 house in that city.

Bob Coyle, veteran Charleroi exhibitor, will be joined in operation of Coyle by his son, Robert Coyle, following latter's graduation from University of Miami next month. Young Coyle is Navy veteran.

Stanley Dudelson, who quit sales berth with RKO here for job with Republic, switched at last minute to his old company in Detroit. He gets the Grand Rapids territory.

Harry Hendel, who owns New Granada; James Nash, former UA salesmen, and Bert Stearn and Harry Long, Cooperative Theatre chiefs, launching string of drivenisn in this district.

"Mystery" surrounding purchase of the Senator here cleared up when discovered that Sam Leff, local hotelman, bought property

"Mystery" surrounding purchase of the Senator here cleared up when discovered that Sam Left, local hotelman, bought property from Federal Reserve Bank for about \$350,000. First reported the new owners were a N. Y. syndicate interested in converting house into betties. Senator were convised by interested in converting nouse into a legiter. Senator now occupied by Harris Amus. Co. has been used as moveover house. While Left is believed to have bought the house for quick re-sale, understood now he will listen to leasing arrangement.

PHILADELPH!A

Warners' State, key nabe house in West Philly, goes under the Wil-liam Goldman banner Aug. 29. Gives the Goldman chain its largest key run nelghborhood. Goldman key run neighborhood. Goldman pians to make the State a first-run, day-date with downtown, and may increase the seating capacity from 2,000 to 3,000. State will continue its present clearance at first but Goldman has notified the ex-changes that the house expects to become first-run operation.

LOS ANGELES

Favorite Films Exchange, Inc., takes over distribution of all Realart releases in Southern California; Were formerly handled in this sec-tor by Screen Guild.

Were formerly natured to by Screen Guild. In deal handled by Realart Pictures' veepee Budd Rogers, company's local franchise was sold to Irving Levin and Charles Kranz. Franchise formerly was jointly owned by Jack Broder and Sain University town, Missoula, has new nabe, and Fox-Intermountain has

Drive-Ins Pace Chi B.O.

ferent story

Drive-ins have cut in on regular film biz in this area in a big way. At present there are seven drive-ins in the Falls City area with one A-building just across the Ohio River from Louisville.

Drive ins have the same clear ance as in-town subsequents, and some are playing an occasional first-run. In most cases, however, these have been turned down by these have been turned down by the downtown houses as weak h.o. fare. Of course the drive-in opera-tors have to pay more money for the firstruns. Percentage terms are the rule with drive-ins. Most drive-ins in this area are of standard-tive construction. Operators head type construction. Operators bend type construction. Operators bend over backwards to give the pa-trons service, having attendants wipe off the windshield for better vision, and distributing printed programs.

No new construction is under way in this area. However, undergo a modernization about every 10 years, and alterations have been made in most of the first-runs, as well as nabes in the past year. One house, the Orpheum, has been completely rebuilt, renamed the Rodeo, and the entire decor is western. Plans interested to the control of the particle way in this area. However, house undergo a modernization abou built, renamed the Rodeo, and the entire decor is western. Plans include a double screen and house now boasts a restaurant and concession stand in connection with the theatre. Ushers, ticket sellers, attendants, etc., are garbed in cowboy togs, and film fare is entirely western stuff.

Still Dualing

Pics are running about the same as a year ago, with double features still the rule. Occasional strong films are single-billed. Customers want 'em, and in spite of surveys, etc., and comments of some vocal complainants and letters to the editor, thats what they will get, according to the exhibitors. tor, thats what they wil cording to the exhibitors.

cording to the exhibitors.

Admission prices have been static for some time, and no movement is on foot to change them, one way or the other. However, there is a strong movement on the part of exhibitors to have the state tax removed in Kentucky. Exhibitors are buttonholing every legislator and candidate for political office, to learn how he stands on the question of admission tax removal, in an effort to have him commit himself on the subject. A special rep has been engaged to work in Frankfort, state capitol, in the interest of the theatre owners.

No theatres have shuttered for

No theatres have shuttered for summertime. With declining grosses, there has been increased intensity of exploitation. Exhibitors are out hustling now, whereas during war days customers bought anything on the screen. Now they don't overlook any peg to promote biz, and get 'em in the house. Status of competition from out-

door sports and other competing forms of amusement in the mer months is normal. Summer mer months is normal. Summer shows at Iroquois Amphitheatre offer plenty of competish to the downtown houses. National, Louisville's only live talent house, has been holding the line for the vaude policy all summer. While biz has not been too forte, house is at least establishing a policy and holding to it firmly, which should be in its favor when the fall upswing starts. swing starts.

Butte, Montana, Biz Off 10% in 6 Months

Butte, Mont., Aug. 23.
Picture business in this town of 42,000 dropped off approximateby 10% six months ago, below the previous six months, and business has remained about the same.

Fox-Intermountain operates five Fox-Intermountain operates five houses here, two first-runs and two subsequents: fifth house is dark except for rentals, roadshows, con-certs, subscription entertainment or athletic events.

Television and drive-ins are non-existent here. In other parts of the state, nine drive-ins have been built in the last two years. Those now operating have been successfui despite Montana weather, which is close to nine months winter in the northern part. (Butte had 97 days below zero, with many days of 5-10 above, average being 36.7).

and Hollywood, it might be a dif- half completed new 1,250-seater in the \$400,000 bracket installation is provided for in this

house.

Concession biz is better in Butte than at other F-I stands, percentage-wise. City manager Bob Anderson comments: "Sales on merchandise are predicated on the type program presented. Action and comedy pictures bring in the greatest concession business." Candist are growing ware markets. greatest concession business." Can-dy stands are growing; mass mer-chandising is the sales secret of candy selling. Snack time is pro-grammed—"Three minute inter-mission for refreshments."

Comedies, westerns, musicals are one-two-three in customer acceptance. Heavy drama is the tailender. Double features are the rule in all situations except in the case of extra-potent features which can stand alone—with shorts—in frestrum houses. which can stand alone shorts—in first-run houses.

Indpls. B. O. Slides 30% But Pickup Due in Fall

Indianapolis, Aug. 23.
Note of optimism dominates thinking of exhibs in this area, despite some rough going this summer. Biz has been at a postwar low in meet situations but they see mer. Blz has been at a postwar low in most situations, but they see better days ahead on account of lin-proved product in line for late proved product in line for l summer and early fall release.

summer and early fall release.

There is no serious talk of changes in admission scales at present. Film men feel the market won't bear an uppance at present and prices, particularly in Indianapolis, are considered lower than they should be, so no cutting is in sight.

Business as of now is averaging

Business as of now is averaging Business as of now is averaging about 30% less than a year ago. The slump this summer has been more than seasonal. Polio, which has reached the epidemic stage in parts of the state, is definitely a strong factor. Equally potent is the outdoor competition, which has reached an all-time high in 1949. Actually, grosses are not down more than about 15% from a year ago, but increased cost of doing business makes up the doing business makes up the difference.

The drive-ins have been very well this year, where they are not overbuilt. But the tendency to overbuild is strong in the better locations. Two new drive-ins are not oversum.

To oversum it is strong in the petter to overbuild is strong in the petter to overbuild is strong in Indianapolis right now, and plans for two more have been announced. There would have been others in operation, but zoning restrictions headed them off. Most theatre men feel the driveins are not a major factor in the slump at regular houses. They figure a state a family, slump at regular houses. They fig-ure the drive-ins get a family, shirt-sleeve crowd that probably wouldn't come to their theatres

All drive-ins in this All drive-ins in this area are playing some percentage films now. In the northern part of the state, they frequently bid successfully for firstrun. In most cases, however, they play 7 to 14 days after first run downdown. Television is not big enough to be an important factor in the picture here yet, tor in the picture here yet, although the situation may change within the next few months.

One new de luxe nabe house, the Arlington, first built here in more than 10 years, will open about Sept. 20. A number of new about Sept. 20. A number of new theatres, particularly in suburban areas, are in the talk stage. High costs are still a deterrent. But a great deal of work has been done, and Is continuing, to fix up stand-ing house. ing houses.

ing houses.

The relation of the candy and concession biz to admission take has not varied greatly, although exhibs now are putting greater emphasis on it. Loew's, which formerly forbade popcorn in the house, now sells it in the main lobby. The candy and concession take averages about 40% of the total, varying with pix grosses. Outside of three counties in which all theatres have been closed by authorities due to the polio hysteria, no important theatres operating a year ago are shuttered toing a year ago are shuttered to

Exploitation definitely has in-Exploitation definitely has in-creased in recent months. As one exhib put it, they're "getting the idea they have to be theatre men again." To what extent this ac-tivity pays off at the boxoffice, no-body can say for sure; but most progressive exhibs are satisfied biz would have been worse without it,

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Associate Producer K. ELMO LOWE

No Sidetracking Finneran

some strong comment in this week's bulletin of the Associated Theatre Owners of Indiana, made it virtually certain that the controversial proposal by Joseph Proversial provent of its word determine the size of its additional names will be added being of the participating groups was called upon to determine the size of its additional names will be added being in the provention of attending include:

Allie d. William Ainsworth, Allie d. William Ainsworth, and Jack Kirsch.

Trueman Rembusch, Martin Smith and Jack Kirsch.

conduct. Some conduct. Some conduct. Some conduct was been placed on a studio black-list.

Majors have resisted the plan ever since it was brought up at an Allied States exhib association convention more than a year ago. They feel it is illegal and impractical. Since they therefore cannot adopt it, they have desired that it not be brought up at the public relations meeting. They feel that it can lead to nothing but recriminations and dissension, which will only do harm to the Chicago conclave's purpose of finding a way to promote good relations within and without the industry.

Since the Finneran Plan, involving as it does the names of some of Hollywood's best-known players who have gotten themselves into trouble with the law; is the most colorful item likely to come up at the sessions, it will no doubt attract major attention from the nation's lay press. Studios do not relish finding themselves in the position of defending stars of whose conduct they disapprove.

Impractical?

They claim that the plan is impractical because any star blacklisted by the majors would be immediately picked up by an indie—and many theatres cincluding those of some Allied members) would play the ensulng pix. Secondly, they say a blacklist or any semblance of one is of doubtful legality. They point out that they are now being sued by alleged leftist writers and a director whom they refuse to hire.

The Indiana Allied group indied its lettertion of hynging up

writers and a director whom they refuse to hire.
The Indiana Allied group indicated its Intention of bringing up the Finneran Plan in the comments in its bulletin based on a VARIETY story of two weeks ago. VARIETY at that time hinted at the private thinking of MPAA members, which the Allied bulletin would make seem "an announcement by an MPAA spokesman in advance of opposition of the producers to the plan."

plan."
"The Finneran Plan was not sub-"The Finneran Plan was not submitted to Mr. (Eric) Johnston on a take it or leave it basis," ATOI states. "The end to be accomplished was the main thing—the correction of a condition that is doing grave harm to the industry. Not only has the MPAA not offered any revision or counter-plan, but no producer and no spokesman for the MPAA has uttered a word in favor of the declared purpose of the plan.

the plan.

Parallels the Code
take serior

Parallels the Code
"We cannot take seriously the
suggestion that the Finneran Plan
is illegal when it has the same purpose, and employs the same standards, as MPAA's Production Code. ards, as MPAA's Production Code.
The producers are saying in the
same breath that it is lawful and
proper to deny the seal to a picture containing clearly defined offensive matter, but that it would
be unlawful to deny the seal to a
picture featuring a star who had
engaged in misconduct which could
not be included in a picture.
"Not even the most ardent John
stonite would question the right of

"Not even the most ardent Johnstonite would question the right of a producer to invoke the 'morality clause' in a player's contract . . . And they profess to be afraid to vest in the Code Administration the power to say whether a film featuring a discredited star is worthy of the seal. If the producers are right in their stand, they had better junk the entire Code procedure because it is just as vulnerable as the Finneran Plan.

"When the producers say that nothing can be done about the erring stars they merely mean that they do not want to do anything. The Finneran Plan may have some fly-specks in its, but they can be removed."

60 Films Execs to Attend **Public Relations Meet**

Fublic Relations Micc. Sixty top-ranking film exces from New York. Hollywood and other parts of the country have indicated their intention of attending the all-industry public relations meet at the Drake hotel, Chicago, next Tuesday and Wednes-

Independent Theatre Owners Ass'n: Harry Brandt and Max Cohen.

Metropolitan Motion Picture Theatre Ass'n: Lou Brecher, D. John Phillips and Oscar A. Doob.

Motion Picture Association of America: Eric Johnston, Ned E. Depinet. William F. Rodgers, Austin C. Keough, Maurice Berg-man and Francis Harmon.

man and Francis Harmon.

Motion Picture Industry Council: Roy Brewer and Art Arthur; George Murphy for Screen Actors Guild; Allan Rivkin and Leonard Spiegelgass for Screen Writers Guild, and Y. Frank Freeman, AMPP. (Two representatives for the Screen Directors Guild will be named later in the week.)

Pacific Coast Conference of In-

Pacific Coast Conference of In-dependent Theatre Owners: H. V. (Rotus) Harvey.

Society of Independent Motion Picture Producers: Ellis Arnall, Gunther R. Lessing and Robert J. Rubin.

Rubin.

Theatre Owners of America:
Arthur H. Lockwood, Gael Sullivan, Herman M. Levy, Earl Hudson, Edward Zorn, Edwin Silverman, John Balaban. Walter Reade, Jr., John Q. Adams and James V. Coston.

Trade Press: Jack Alicoate, Jay Emanuel, Abel Green, Charles E. Lewis, Martin Quigley, Sr., Ben Shlyen. Morton Sunshine, Mo Wax and William R. Wilkerson.

Variety Clubs: Robert J. O'Donnell.

MPAA Newsreels Committee: Edmund Reek.

rectors Committee: Mort Blumen-

National Screen Service: Herman Robbins

Canadian Motion Picture Industry Council: Fred Dillon and J. J. Fitzgibbons.

Fitzgibbons.
In addition to the official delegates listed in the MPAA group above, the following will also be present in Chicago to aid the MPAA delegation: Leon J. Bamberger, assistant to Depinet; Henderson M. Ritchey, alternate and assistant to Rodgers; Louis A. Novins, associate of Keough; Sidney Schreiber, Kenneth Clark, Arthur DeBra, Robert W. Chamberlin and Manning Claggett.

UNIVERSAL TO BOOK 'HAMLET' ON GRINDS

With 350 special engagements and a distrib take of over \$1,500,000 behind it, Universal is dropping its roadshow policy for J. Arthur Rank's "Hamlet." Out to play the film in mass bookings, Universal has set a general release for "Hamlet" late in September. Pic currently is playing in only one theatre, the Park Avenue, N. Y.

U will seek circuit bookings for

N. Y.

U will seek circuit bookings for the Shakespeare classic in a test whether the film can play regular showings. Exhibs will be permitted to run the film on a grind policy. Top terms are being sought by U. Company extracted 70:30% and 60:40% in all special engagements.

Cagneys to Fulfill Commitment to UA

van, Herman M. Levy, Earl Hudson, Edward Zorn, Edwin Silverman, John Balaban, Walter Reade, Jr., John Q. Adams and James V. Coston.

Trade Press: Jack Alicoate, Jay Emanuel, Abel Green, Charles E. Lewis, Martin Quigley, Sr., Ben Shlyen, Morton Sunshine, Mo Wax and William R. Wilkerson.

Variety Clubs: Robert J. O'Doniell.

MPAA Newsreels Committee: Idmund Reek.

MPAA Advertising-Publicity Distance of the Committee of the Commit

9 out of 10 Screen Stars use it _ Lux Girls are Lovelier!

First Pro-Industry Short Pays Off Auguring Black Ink for P.R. Series

Upsetting predictions of wide exhibitor resistance, the Motion Picture Assn. of America's series of public relations shorts launched earlier this year has gotten off to a fast start. In the first nine weeks of release, RKO has grossed a total of \$33,000 on the teeoff briefie, "The Moyles and You," practically guaranteeing that the series as a whole, labelled "Let's Go to the Movies," will pay off.
"The Movies and You," it has

Movies," will pay off.
"The Movies and You." it has been learned, booked 4.465 theatres in the U. S. and 438 in Canada during the initial nine - week stretch. On that basis, short subject sales chiefs figure the pic should snare another 6,000 bookings and finally wind up with a total gross of \$48,000-\$50,000. This figure would represent an exceptionally high return for an average short.

Release of the first short got un-

Release of the first short got un-der way late in May. Last month. Warner Bros. took off with the sec-ond briefic, "This Theatre and You." Other majors will follow up with another of the dozen MPAA-produced shorts every other month.

month.

Since the revenues from the first shorts are slotted for bankrolling followup two-reelers, big returns from the RKO release means that the series can go ahead as initially planned. Before the pic was grooved to the theatres, a sharp hassle developed between distribs and the big circuits who balked at paying regular rentals on the p.r. pix.

Compromise was reached which permitted readjustment on price if the first few briefies turned in revenues out of proportion to negacosts.

is recouped at any point, balance of briefies will be made available without rental charge. Board of trustees in charge of the program will be organized at a luncheon meet, Wednesday (31), in Chicago in the course of the industry's public relations confab. Board is drawn from all branches of the industry. At the meet, suggestion will be made that the presidents of four exhib associations rotate for six-month periods as chairmen of the board.

Prexies involved are William Ainsworth of National Allied; Harry Brandt of the Independent Theatre Owners Assn.; Arthur Lockwood, Theatre Owners of Lockwood, Theatre Owners of America, and Rotus Harvey, Pacific Coast Conference of Inde-pendent Theatre Owners. If adopt-ed, quartet will draw from a hat to decide order of office.

Wehrenberg Estate Valued at \$651,200

St. Louis, Aug. 23.
The value of the estate of the late Fred Wehrenberg, who built the first pic theatre in St. Louis, is valued at approximately \$651. 200, according to an inventory filed last week in St. Louis county court, Clayton, Mo.

court, Clayton, Mo.

Many of the stocks in theatres which he owned are worth far more than when he acquired them. As an example, the estate holds 8,900 shares of the Flexer Drive-In Theatres, Inc., which once had a par value of 10c, but the inventory states that today it is worth \$8 per share. Some of the theatre stocks held by Wehrenberg are credited without any gain, and one is stated to have declined.

Wehrenberg, who died last May

tive costs.

Total costs of the 12 films is estimated officially at \$339,000 with each one averaging \$28,250. After the first four films are released, actual cost figures are to be audited and a readjustment of the Child Conservation Council. The bulk of the estate was left total. If the entire cost of the 12

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Sightseeing Trips

Souvenirs



Picture Grosses

'Magic' Mighty \$18,000 In Det.; 'Boundaries' 45G, 'Feeling' Great \$30,000

Revival of big bally combined with cool weather is pushing "Lost Boundaries" at Fox, "Great Feeling" at Michigan and "Black Magic" at United Artists to big grosses currently: "Mighty Joe Young," which did terrific biz last week at Palms, is off on second round, feeling competition from five new bills.

Estimates for This Week

Fox (Fox-Mich) (5,000; 70-95)—
"Lost Boundaries" (FC). Great \$45,000. Last week, "You're My Everything" (20th) and "Ringside" (SG) (2d wk), \$21,000.

Michigan (United Detroit) (4,000; 70-95)—"Great Feeling" (WB) and "Alimony" (EL). Socko \$30,000. Last week. "Great Gatsby" (Par) and "Special Agent" (Par) (2d wk), \$15,000.

\$15.000.

Palms (UD) (2.900; 70-95) —

Mighty Joe Young" (RKO) and Miranda" (EL) (2d wk). Down to \$11.000. Last week, terrific \$26,000. United Artists (UD) (2.000; 70-95) — "Black Magic" (UA) and "Gay Amiko" (Mono). Big \$18,000 and holds. Last week, "Late for Tears" (U) and "Crime Doctor's Diary" (Col) \$11.000.

Amigo Mondo. Last week, "Late for Tears" (U) and "Crime Doctor's Diary" (Col. \$11,000.

Madison (UD) (1,800; 70-95)—
Take It With You" (Col) and "Mr. Smith to Washington" (Col) (reisgues). Slow \$6,000. Last week. "Massacre River" (Mono) and "Bomba" (Mono), \$12,000.

Adams (Balaban) (1,700; 70-95)—
"Any Number Play" (M-G) and 'Pack Up Troubles" (M-G) (3d wk). Oke \$9,000. Last week, \$11,000.

Downtown (Balaban) (2,900; 70-\$5)—"Johnny Stool Plgeon" (U). Slow \$8,000. Last week, "Scene of Crime" (M-G) and "Unknown Guest" (Mono), \$7,000.

BALTIMORE

(Continued from page 13)

(Continued from page 13)
wk). Started second round Monday
(22) after good opener at \$11,500.
In ahead "Not Wanted" (FC), \$12,300 in 10 days.
Mayfair (Hicks) (980; 20-85) —
"Crooked Way" (UA). Bettering
house average at \$5.500. Last week,
"Red River" (UA) (reissue), \$4.300.
New (Mechanic) (1,800; 20-60)—
"Slattery's Hurrlcane" (20th). Rousing \$14.000. Last week, "You're My
Everything" (20th) (3d wk), \$7.800.
Stanley (WB) (3.280; 25-75)—
"It's Great Feeling" (WB) Leading
current parade with rosy \$17.000.
Last week, "Great Gatsby" (P0).

Town (Rappaport) (1,500; 35-65)
"Mighty Joe Young" (RKO) (2d
wk). Falling off to \$7,000 after nice
\$13,700 opener.

New York Theatres





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ROXY 7th Ave. a

BOLD St.

WASHINGTON

WASHINGTON

(Continued from page 11)
Row biz. Last week, "Dedce" (EL),
dim \$3.000.
Keith's (IKO) (1,939; 44-80)—
"Blue Lagoon" (U). Trick bally
helped skyrocket this into simmering \$16.500, best in many months.
Last week, "Abbott-Costello Meet
Killer" (U) good \$11,000.
Metropolitan (WB) (1,163; 44-80)—"Doolins of Oklahoma" (Col).
Smash \$10.000. Last week, "One
Last Fling" (WB), slim \$4,500.
Palace (Loew's) (2,370; 44-74)—
"Great Sinner" (M-G). Firm \$25000 in 10 days. Moved out Sunday
(21) for "Madame Bovary" (M-G),
in revamped schedule.
Playhouse (Lopert) (432; 50-85)—
"One Woman's Story" (U) (3d wk).
Oke \$4,500 for second consecutive
week.

Oke \$4,500 tor second week. Warner (WB) (2.164; 44-74)—"It's Great Feeling" (WB). Hottest thing in town with rousing \$25,000. Last week. "Lust for Gold" (Col), weak

Week, "Lust for Gold" (Cof), weak \$11,000.

Trans-Lux (T-L) (654; 44-80)—
"Home of Brave" (UA) (3d wk).
Good \$7,000. Last week, \$8,000.

'Young' \$15,000, 'Doolins' 10G, Seattle, Both Big

"Mighty Joe Young" is pacing the field here this week at Coliscum. "Doollns of Oklahoma" also shapes big at the Liberty. Otherwise takings are mild to thin.

Estimates for This Week

Coliseum (H-E) (1.877; 50-84)—
"Mighty Joe Young" (RKO) and
"Make Mine Laughs" (RKO),
Mighty \$15,000. Last week, "Brimstone" (Rep) and "Trail of Yukon"
(Mono), nice \$9,300.

Fifth Avenue (H-E) (2,349; 50-84)
"Good Old Summertime" (M-G)
"d "Skyliner" (SG) (3d wk). Still
kay at \$6,000. Last week, socko okay a \$9,400.

\$9,400.

Liberty (Theatres, Inc.) (1,650: 50-84)—"Doolins of Oklahoma" (Col) and "Air Hostess" (Col), Eigs \$10,000, and holds. Last week, "Stratton Story" (M-G) (6th wk), oke \$5,700 in 6 days.

Music Box (H-E) (850; 50-84)—"Silver Lining" (WB) and "One Last Fling" (WB) 4th wk). Good \$4,000. Last week, \$4,800.

Music Hall (H-E, (2,200: 50-84)—"Music Hall (H-E, (2,200: 50-84)—"

Music Hall (II-E: (2.200; 50-84)—
"Great Sinner" (M-G) and "Louisiana Story" (Indie). Nice \$9.500.
Last week, "My Everything" (20th) and "Forgotten Women" (Mono)
(2d wk), fair \$5.300.

(2d wk), fair \$5,300.

Orpheum (H-E) (2,600; 50-84)—
'Anna Lucasta'' (Col) and "Devil's Henchmen" (Col) (2d wk). Oke \$6,000. Last week, great \$12,300.

"Colorado Territory" (WB) and "Jigsaw" (UA) (2d runs) plus vaude. Good \$6,000. Last week, "Lust for Gold" (Col) (2d runs) and local dance school revue, very good \$6,800.

Paramount (H-E) (3,039-50.84)—

\$6.800.

Paramount (H-E) '3.039; 50-84)—
"Slattery's Hurricene" (20th) an
"Counter Punch" (Mono). Oka
\$9.000 in 9 days. Last week. "Afric
Screams" (UA) and "Hellise
(Rep) '2d wk', \$4.700 in 6 days.

'Young' Rousing \$19,000, Toronto; 'Lucasta' 10G

Toronto; 'Lucasta' 10G
Toronto, Aug. 23.
With "Mighty Joe Young" zooming to terrific \$19,000, and "Anna Lucasta" doing nicely, town's overall film biz generally is on the upbeat. To bring outlying suburbandeluxers into downtown first-run bracket. Famous Players doubled or trebled certain nabe combos for simultaneous first showings. Claim this is an experiment not prompted by pix showings. Dut to bolster business for major nabes in certain rapidly-growing population areas.

Estimates for This Week (apitol. Nortown, Shea's (FP) (1079, 959, 2386; 40-70)—You're My Everything' (20th '2d wk) Big \$13,500 alter last week's great \$17,000.
Downtown, Glendale, Scarboro.

Downtown, Glendale, Scarboro, tate (2011) (1,059, 935, 698, 694) | Downtown, Glendale, Scarboro, State (20th) (1.039 955, 698, 694; 36-60) - "Johnny Allegro" (Col) and "Law Barbary Coast" (Col). Hep \$14.500, Last week, "Tarzan's Magic Fountain" (RKO) and "Dog Rusty" (Col), so-so \$10.500, Eglinton, University (FP (1.080, 1.556; 40-60) - "Anna" (Lucasta" (Col), Big \$10.000, Last week, "Casablanca" (WB treissue, \$11.000.

NSS Distributing

Hollywood, Aug. 23.

Patriotic one-reeler, "How Much Do You Ower," produced jointly by the major film studios, has been turned over to National Screen Service for distribution in first-run theatres throughout the country next month. country next month.

picture, starring James Stewart, is a story about disabled American war veterans. It was made in cooperation with Gen. Jonathan M. Wain right.

Recent Yank Films Up U. S. Prestige Abroad, J. G. McCarthy Reveals

J. b. MCCartny Keveals
American films have climbed
steadily in the past eight months
to reach a postwar prestige peak
In Europe, John G. McCarthy,
managing director of the Motion
Picture Assn. of America's International wing, told foreign managers yesterday 'Clues.') at a New
York meet. Reporting on a twomonth swing through the Continent, McCarthy declared that
relentless critics of Hollywood have
been stilled by a series of Important Yank films.

MPAA-er credited part of the

MPAA-er credited part of the result to the efforts of European reps for the association. These reps recently have been cooperatreps recently have been cooperating with American companies and film boards to get opinion leaders and government officials to see the better pix. System has overcome preconceived notions of Hollywood's output, he added.

wood's output, he added.
Films such as "Johnny Belinda."
"The Snake Pit," "Best Years,"
"Gentlemen's Agreement," "I Remember Mama," "The Search,"
"Naked City" and "Treasure of
Sierra Madre" have built Hollywood prestige in western Europe,
McCarthy said.

METRO EDITING CUED BY EASTERN SNEAKS

Metro has now established a system of sneak previews in the metropolitan New York area which will be used for every important feature that the Culver City lot feature that the Culver City lot turns out. With the studio regard-ing the eastern audience reaction of a better sampler than the pre-view-wise Coact patrons. M.G is flying in rough prints of its big pix for N. Y. showings before final editing.

Latest pic to get the treatment is "Intruder In the Dust," sneaked last week at Loew's Tri-Boro thea-tre, "Battleground" and "The Red Danube" were also shown in Cethern Red Danube

On the "Intruder" preview, questionaires were distributed to the audience for reaction and then mailed to the lot along with return of the rough print. Editing is being done on the basis of answers to the quiz.

RKO Theatres

Continued from page 3 =

with Hughes. On the other hand, granting of the plea will give the RKO owner more time to shop around. One puzzling factor, how-ever, of the Hughes' termination of dickerings is the fact that the \$6 offer is regarded by the trade as

a handsome sum. Fox and Meyer, both on the Fox and Meyer, both on the Coast to push the deal, headed for N.Y. yesterday (Tues.) when Hughes called it quits. One member of the syndicate declared before leaving that the \$1,500,000 posted in escrow on the proposed purchase would be kept on deposit. This indicated substantial hopes by the trio that the deal would go themselve this methy.

through ultimately.

Hughes declares that he will not close any transactions at the time.

Besides the Meyer offer,

of a proclose any transactions at the time being. Besides the Meyer offer, the has been in receipt of a pro-posal by Malcolm Kingsberg, RKO theatre chief, as well as of-fers by other outside interests.

| Eglinton, University (FP (1.080, 1.556; 40-60) — "Anna "Lucasta" | wk. Tapering \$5,500 after last (Col', Big \$10.000. Last week. weeks fine \$8,500. | Odeon (Rank '12.390; (35-\$1.20) — (1.000, 1.000) | Odeon (Rank '12.390; (35-\$1.20) — (1.000) | Odeon (Rank '12.390; (35-\$1.20) — (1.00

War Vet Story Pix Hypo Bally Stunts; 'Lagoon' In D.C. Break; Jolson Pushes On

Washington, Aug. 23.
Keith's theatre, RKO showcase, offering J. Arthur Rank's "Blue Lagoon," got some unusual publicity breaks last week.

licity breaks last week.

The theatre built a hut atop its marquee and hired a college student, at \$75 a week, to live in the hut and pose on the marquee during the run of the British tinter. He was lightly garbed as befitted a Robinson Crusoe, and an occasional babe in sarong was sent up to pose with him for the gapers and gawkers.

Stunt, which broke pictures in

Stunt, which broke pictures in all the papers, was less than two days old when the D. C. authorites ruled the hut was a "habitation beyond the building line" and ordered the theatre to tear it down and to got the collegion beat to be and to get the collegian back to his Euclid. This rated more newspaper space, plugging the film into a

Jolson Continues Bally in Chi Chicago, Aug. 23. Al Jolson continued his mara-tion activities last weekend in Chicago appearing on a raft of local disk jockey shows, singing before 100,000 people at the Chicago Mu-sic Land Festival Saturday night (20) and furning away 10,000 peo-ple that tried to jam into the Oriental theatre for his stage stint with George Jessel Saturday night. Chicago Railroad Fair designated Friday as "Al Jolson Day" with line of honorary titles bestowed on

Rank's Canadian Subsid To Distrib U.S. EL Pix

Eagle Lion's Hollywood-made re-leases will henceforth be handled in Canada by Eagle Lion Films of Canada, Ltd., a J. Arthur Rank subsid. Deal has been closed by William J. Heineman, EL veepee subsid. Deal has been closed by William J. Heineman, EL veepee heading distribution, which switches company's product from International Film Distributors. David Griesdorf, who formerly headed IFD, recently resigned to head the Odeon Canadian chain as general manager. general manager.

general manager.
Understood that IFD is merging with EL of Canada. EL's deal with its new Canadian distrib is similar to that with IFD in that it is a franchise proposition in which the Dominion distrib collects a distribution fee. New pact takes effect Sept. 5.

2 Protestant Cults Use Pix Promotion

Philadelphia, Aug. 23.
Two large Protestant sects will
use films to promote religious campaigns.

The United Lutheran Church has

The United Lutheran Church has completed a new 45-minute sound film that is to be distributed among its 620 churches in the Pennsylvania Ministerium between Sept. 1 and Dec. 31. Entitled "Like a Mighty Army," the film tells the story of a lax small-town congregation. It is intended to give inspiration to hundreds of Lutheran laymen who will conduct an intensive drive in the fall to enlist new members.

A \$50,000 film, "Into the Good Ground," is now in production at 20th-Fox studios, New York, under the sponsorship of the Presbyterl-

20th-Fox studios, New York, under the sponsorship of the Presbyterian Board of Christian Education. It is aimed to stimulate Bible study in the home, and is non-denominational in subject. It will be released late in September through the Religious Assn. The Rev. W. L. Jenkins, of this city, general manager of the board's publication division is supervising production.

Walter Goetz's Indie

Hollywood, Aug. 23.
Walter Goetz, nephew of William waiter Goetz, nephew of William Goetz, has set up his own produc-tion company, with first pic to be "Pleasant Trouble," original com-edy by Milton Gunzburg, for which he paid \$25,000. He has no releasing commit-

He has no releasing commit-ments yet.

Clift's Next One
Hollywood, Aug. 23.
Montgomery Clift returns to
Hollywood in December to co-star
with Walter Huston in "Reminiscences of a Cowboy" for Horizon Pictures.
Walter's son, John, will direct
the film and co-produce it with

the film and co-produce it with Sam Spiegel for Columbia release.

the star, but the singer failed to show at any of the scheduled affairs on the plea of exhaustlon. Following day the papers toned down the publicity.

Jolson left Sunday a.m., not staying over until tonight (23) when "Jolson Sings Again" opens at the Wood for an extended run. He also missed the first Calumbla, national

missed the first Columbia national sales convention in several years, which started yesterday (22) at the Drake hotel.

20th's 'Doll'-Lux Tieup

Twentieth-Fox capped its sustained ballyhoo drive this week by setting a deal with the CBS radio network and Lever Bros. for a giant "Lux Girl" contest, which is to be run nationally from tomorrow (Thurs.) through Dec. 5. Contest, stants turougn Dec. 5. Contest, angled to find the country's "most beautiful 15-year-old girl" 'to celebrate the 15th anni of "Lux Radio Theatre," will be tied in with the upcoming 20th musical, "Oh. You Beautiful Doll."

Beautiful Doll."

Contest Is to be launched in 149 cities tomorrow, when CBS stations launch a mass spot campaign to inform the public of the search. Six local finalists in each city will be announced via a large ad, which will plng the film and its star, June Haver. Ads and other display material will be distributed to grocery stores by Lever Bros. salesmen, as well as the CBS salesmen in each well as the CBS salesmen in each

city.

After the public selects the local winners in each city, their pictures will be sent to Hollywood for the final selection. Lux broadcast Oct. 17 will plug the contest, and the show on Nov. 21 will list the local winner in each of the 149 cities. After Miss Haver, Mark Stevens and W. L. Gordon, 20th casting director, pick the grand winner, her name will be announced on the show Dec. 5, after which she will ner name will be announced on the show Dec, 5, after which she will receive a number of prizes, includ-ing an all-expense trip to Holly-wood for a screen test and a tele-vision test by CBS.



Alir America

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SEE THE 16-PAGE

OSCARS IN REVIEW

AWARDS, WITH PERSONAL COMMENTS BY WINNERS

NOW IN THE SEPTEMBER

coronet



NBC 6:30 Hoilywood Calling

(sustaining)

Season's Toughest Assignment: Find Your Favorite Star, Program

Usually at this time of year the decks have been cleared for the new broadcast season's inaugural.

Usualiy at this time of year the decks have been cleared for the new broadcast season's inaugural. The all-important questions as to "who is your competition, and with whom are you bracketed" had been resolved and the network aspirants for bigger and better Hoopers geared themselves accordingly.

But not so this year. The jockeying among sponsors, agencies and performers for better time segments continues unabated, with a flock of question marks still surrounding nighttime segments.

With perhaps three or four exceptions, past years have found programs and personalities returning to "same time, same station" cashing in on listening habits. But when the fall season officially tees off next month, the four-network schedules will witness an unprecedented upheaval in programming, seven nights a week, with many of the top stars not only switching to new times and new evenings, but different networks.

The continuance of a "Lux Radio Theatre" in the Monday night 9 to 10 CBS period or a Phil Harris retaining his Sunday night at 7:30 NBC time is the rarity this season.

That's why the trade will be watching the early Hoopers closely. For it means inviting new listening habits on the part of the coast-to-coast audiences—and that's tougher than breaking in a new format.

WFIL Builds Package **Promotion Service For**

Philadelphia, Aug. 23. new "package promotion" ee designed for conventions service designed for conventions and trade or amusement shows is being offered by WFIL and WFIL-TV. The title SRO (Standing Room Only) Plan cues the purpose—to boost public attendance at sched-

wheel events.

Through its SRO Plan, WFIL virtually provides an exploitation staff for subscribers.

Extensive virtually provides an exploitation staff for subscribers. Extensive use is made of spot announcements, guest appearances on both radio and television programs are arranged, and, if possible, entire programs are slated for origination from the scene of action.

Station also includes mention of the event in newspaper advertisements. An additional feature allows for reportorial press releases. Local flacks are watching the SRO Plan with undisguised alarm.

WFIL and WFIL-TV conducted a trial run of the SRO Plan during the recent National Office Management Assn.'s convention in Philadelphia. It was mutually regarded as successful and drew a letter of commendation from the Association's press relations commission.

tion's press relations chief.

Variations of the basic formula
are now being prepared for potential subscriberz.

'Luigi,' 'Make Believe,' To Scram; Ponder Robt. O.

CBS will drop its "Life with Luigi" package when the Red Skelton show tees off on its new home grounds next month in the Sunday night slot. "Luigi," packaged by Cy Howard, has been on since last September without a sponsor and CBS execs believe the show is too expensive to maintain on a sustaining hasis. basis.

ing basis.

Web will also drop "Make Believe Town," now aired from 3:30 to 4 p.m. across the board, when the new Garry Moore show takes over that spot about the middle of next month. CBS is still undecided on its future plans for comedian Robert Q. Lewis, who occupied the afternoon spot before taking over as sub for Arthur Godfrey during the latter's vacation.

SKELLY OIL RENEWS DREIER

Skelly Oil renewed Alex Dreier newscasts on an NBC split web of 24 stations for 52 weeks, starting Sept. 5. No changes—15 minute programs wil continue Monday through Friday at 7 a. m. (CDT), plus the 15 minute Saturday show, "This Farming Business" at the same time.

Henri, Hurst & McDonald agency

Hildegarde May Disk

It now looks as if Hildegarde will return to the airlanes in the fali with a 15-minute cross-the-board show called "Tea With Hildegarde," which will be transcribed. Anna Sosenko, her manager, will produce.

Flexible format will permit for guest ceich performances, inter-

guest ceieb performances, inter-views, Hildegarde commentary singing, etc.

NBC Has Bigtime Garroway Plans

NBC has ambitious plans for Dave Garroway, now that interest in his Sunday night video show out of Chicago has snowballed into big dimensions.

It's another instance of a video click pointing up the radio potentialities of a personality, and NBC now wants to give Garroway a bigtime AM whiri.

Garroway's Chi-originating radio airer, heard in the late Monday night 11:30-midnight NBC seg-Builds Package
omotion Service For
Convention Peddling
Philadelphia Aug 23

Despite the mounting audience partion to Garroway's TV stanza, reaction to Garroway's TV stanza, NBC will continue to originate it from Chi in order to retain its present informal, unpretentious format.

Where TV Fears to Tread

Chicago, Aug. 23. WENR has gone where TV can't follow-the station hopes. Newest program, debuted Sun. (21), is titled "People's Poetry" and hopes to record "the passing thoughts and emotions of the people" read in "dramatic fashion" by emcee

in "dramatic fashion" by emcee Herb Newcomb. Poetry aired will be the original works of the listeners, backed by staffer music.

Comment of a WENR spokesman was "Let's see the TV boys match this one. We're going into mind exploring, and they'd have to add a brain surgeon to the camera crew."



KLZ News Chief SHELDON PETERSON

For two consecutive years, Shel-don Peterson has been a winner in the Denver Press Club radio news-man's competition—the only Colo-rado radio newsman to attain this honor.

KIZ. Denver.

Top Coin For **Guest Shots** Seems Passe

The days of the \$5,000 to \$7,500 fees for guest radio shots are over. With perhaps the single exception of "Lux Radio Theatre." top-coin budget, there isn't a program on the air that'll plunk down that kind of coin for guest artists. ("Telephone Hour" is paying \$4,000 each for Ezio Pinza's series of guesting, including last week's but that's the exception).

week's but that's the exception). Problem creates a poser for pix personalities who in past years have been circuiting the top air shows on a "money plus plug" basis. During the upcoming season, Al Jolson, Bing Crosby and Milton Berle, among others, will shuttle the nighttime program rosters to bally their films, but those erstwhile \$7.500 fees for Jolson and Crosby will be missing. those erstwhile \$7.500 fees for Joison and Crosby will be missing. In the case of all three, the coin factor won't be a serious deterrent, with the "pix plugs at any cost" opening up a number of shows at a fee ranging from \$1,000 to possibly \$2,500.

Drop of pix b.o. is expected to cue a wholesale embracing of the air-ianes by top film personalities this season. And they're all reconciled to the fact that it'll be either on a cuffo or small fee basis.

'49-'50 Season Premieres

Following is a list of the new and returning shows scheduled to tee off on the major radio networks during the next 10 days:

AUG. 25

Meredith Willson Show. Musical variety. Thursday, 8 p.m.,
NBC. General Foods. Young & Rubicam agency.
Father Knows Best. Domestic comedy starring Robert Young.
Thursday, 8:30 p.m., NBC. General Foods. Benton & Bowles. Thursday, 8 p.m.,

AUG, 27
Truth or Consequences. Audience participation. Saturday, 8
p.m., NBC. Procter & Gamble. Compton agency.
Hollywood Star Theatre. Drama. Saturday, 8:30 p. m., NBC.

Sustaining.

Day in the Life of Dennis Day. Situation comedy. Saturday, 9:30 p.m., NBC. Colgate. Ted Bates agency.

AUG. 28
Harvest of Stars. Musical. Sunday, 5:30 p.m. NBC. International Harvester. McCann-Erickson.

tional Harvester. McCann-Erickson.

AUG. 29

Club 15. Musical. Monday through Friday, 7:30-7:45 p.m., CBS.
Campbell Soup. Ward Wheelock.

Ed Murrow. News. Monday through Friday, 7:45-8 p.m. CBS.
Campbell Soup. Ward Wheelock.

Talent Scouts. Taient show. Monday, 8:30 p.m., CBS. Lipton's
Tea. Young & Rubican.

Lux Radio Theatre. Drama. Mondays, 9 p.m. CBS. Lever
Bros. J. Walter Thompson.

My Friend Irma. Comedy. Monday, 10 p.m. CBS. Lever Brost.
Footle, Cone & Belding.

Bob Hawk Show. Audience Participation. Monday, 10:30 p.m.
CBS. Camel Cigarets. William Esty.

AUG. 30

Cavalcade of America. Historical drama. Tuesday, 8 p.m. NBC, DuPont. BBD&O.

SEPT. 1
FBI In Peace and War. Drama. Thursday, 8 pm. CBS. Procter & Gamble. Biow agency.
Suspense. Drama. Thursday, 9 pm. CBS. Electric Auto-Lite. SEPT. 2

Goldbergs. Domestic comedy. Friday, 8 p.m. CBS. General Foods, Young & Rubicam,

My Favorite Husband, Comedy, Friday, 8.30 pm, CBS, General Foods, Young & Rubicam.

NBC vs. CBS Fall Lineups

Although the jockeying among sponsors for better time seg-ments is still going on in the face of wide open nighttime gaps, the '49-'50 competitive NBC-CBS program picture is taking shape. At the moment here's how it looks:

SUNDAY

CBS 6:30 Our Miss Brooks

7 Jack Benny
8 Edgar Bergen
8 Sam Spade
8:30 Red Skelton
9 Helen Hayes
9 Jack Benny
9 Theatre Guild
9:30 Horace Heldt
9:30 Album of Familiar Music
10 This Is Broadway (sustaining)
10 Jack It-Leave It
10:30 Pet Milk Serenade

MONDAY

CBS 7 Beuiah 7:15 Smith-Shore-Whiting 7:30 Club 15-Haymes 7:45 Ed Murrow

7.45 Ed Murrow
8 Inner Sanctum
8:30 Talent Scouts
9 Lux Radio Theatre
9:30 Lux Radio Theatre
10 My Friend Irma

10:30 Bob Hawk

NBC
7 Frank Sinatra-Dorothy Kirsten
7:15 News of the World
7:30 Sustaining
7:45 H. V. Kaltenborn
8 Fred Waring
8:30 Firestone
9 Beil Telephone Hour
9:30 Band of America
10 Carnation Contented Hour

10:30 Screen Directors Playhouse (Sustaining)

7 Beuiah 7:15 Smith-Shore-Whiting Sinatra-Kirsten 7:15 News of the World 7:30 Sustaining 7:45 Kaitenborn 8 Cavalcade of America 8:30 Alan Young 9 Bob Hope

7:15 Smith-Shore-Whiting 7:30 Club 15-Haymes 7:45 Ed Murrow 8 Mystery Theatre 8:30 Mr. & Mrs. North 9 We, the People 9:30 Pays To be Ignorant 9:30 Fibber & Molly

(sustaining) 10 Hit the Jackpot 10:30 Sustainer (not set)

10 Big Town 10:30 People Are Funny

WEDNESDAY

NBC
7 Sinatra-Kirsten
7:15 News of the World
7:30 Sustaining
7:45 Kaltenborn
8 This Is Your Life
8:30 Great Gildersleeve
9 Break the Beek 7 Beulah 7:15 Smith-Shore-Whiting 7:30 Club 15-Haymes

9 Break the Bank 9:30 Mr. District Attorney 10 Big Story 10:30 Curtain Time

THURSDAY NBC 7 Sinatra-Kirsten 7:15 News of the World 7:30 Sustaining 7:45 Kaltenborn 8 Aidrich Family 8:30 Father Knows Best 9 Screen Guild Players 9:30 Duffy's Tavern 10 Perry Como 10:30 Premet (sustained)

FRIDAY

CBS

7:45 Ed Murrow 8 Mr. Chameleon 8:30 Dr. Christian 9 Groucho Marx

9:30 Bing Crosby 10 Burns & Allen 10:30 Sustainer

CBS
7 Beulah
7:15 Smith-Shore-Whiting
7:30 Club 15-Haynes
7:45 Ed Murrow
8 FBI In Peace & War
8:30 Mr. Keen
9 Suspense
9:30 Crime Photographer
10 Hallmark Playhouse
10:30 First Nighter (may ca

10:30 First Nighter (may cancel) 10:30 Dragnet (sustainer)

7 Beuiah 7 Beulah 7:15 Smith-Shore-Whiting 7:30 Club 15-Haymes 7:45 Ed Murrow 8 The Goldbergs 8:30 My Favorite Husband

9 Joan Davis
9:30 Breakfast With Burrows
Sustaining)
10 Sustainer (not set)

10:30 Sustainer (not set)

CBS
7 Sustainer (net set)
7:30 Vaughn Monroe
8 Gene Autry
8:30 Philip Marlowe (sustainer)
9 Gangbusters
9:30 Tales of Fatima
10 Sing It Again (15 mins. sold)
10:30 Sing It Again

NBC 7 Sinatra-Kirsten 7:15 News of the World 7:30 Sustaining 7:45 Kaltenborn [8 Ethel Merman (sustaining) 8:20 Henry Morgan (sustaining) 8:40 Martin & Lewis 9 Life of Relily 9:30 Jimmy Durante 10 Dr. I.Q. 10:30 Bill Stern Pro & Con (sustainer) SATURDAY

NBC

7 NBC Symphony (sustaining)
7:30 Dave Garroway (sustaining)
8 H'wood Star Theatre
8:30 Truth or Consequences 9 Hit Parade 9:30 Dennis Day

10 Judy Canova 10:30 Grand Ole Opry

OLD GOLD AMATEURS **RE-SIGN FOR ABC SLOT**

Old Gold this week picked up its option with ABC for an additional 52 weeks on the "Original Amateur Hour." Show will continue in the Thursday nights at 9 slot, with the new contract effective Sept. 29, Agency for OG is Lennen & Mitchell,

Mitchell,
NBC, which has virtually clinched
the television version of the program froin DuMont starting this
fall, had also been pitching for the
AM show, along with CBS.

IBEW Wins WJPA Decision

Pittsburgh, Aug. 23.

As a result of a Labor Relations As a result of a Labor Relations Board election recently, WJPA, in nearby Washington, Pa., must ne-gative with International Brother-hood of Electrical Workers not only for engineers, but also for an-nouncers.

nouncers.

This is the first competition in this district that AFRA has had for the spielers, since all of them have AFRA as their hargaining body. Engineers here are the only 1BEW members.

Top Promotion Job Due On 'Lux Radio Theatre' For Airer's 15th Anni

Lever Bros. is all set to cash in on the initial payoff from CBS for continuing the top Hooperated "Lux Radio Theatre" as a Columbia attraction, instead of succumbing to NBC's recent blandishments. In a four-way tieup with Lever; J. Walter Thompson and 20th-Fox, CBS and all its affiliates are doing a top-promotion job in connection with the 15th anni of the Lux 60-minute dramatic airer. Lux giri contest gets under way

the Lux 60-minute dramatic after.

Lux girl contest gets under way
this week, in a bid to find the "nation's most beautiful 15-year-old
girl." Contest will continue to
Dec. 5, with local winners to be
picked in each of the 194 CBS affiliate cities and the grand winmer to get film and video tests. In
addition to some fabulous prizes.

addition to some fabilities pitzes.

Contest ties in with 20th-Fox's upcoming musical, "Oh, Yan Beautiful Doll," with June Haver, star of the pic, to judge the final selection and hosting the winner. Latter will also do a Lux guest shot.

GIVEAWAY FIGHT LINES DRAWN

Back to Show Biz

The FCC crackdown on giveaways can and probably will be The FCC crackdown on giveaways can and probably will be stalled legally for many months, maybe years, and possibly beyond the time that the something-for-nothing vogue has run its course. Thus, as a practical curb on giving you a house and lot if you can spell c-a-t it's vacuous; but theoretically it may achieve a more positive purpose of channeling radio shows and showmanship back on the beam showmanship back on the beam.

The return to entertainment and giving the chill to the deepfreeze giveaways is a good idea, both for the kilocycles and for the politicos. Look how hot seven deep-freezers have made things for certain D. C. geezers.

There will be prolonged pros and cons on both the issues of economic curbs and encroachment on the freedom of the air, especially as it might affect certain networks in greater or lesser degree. But the more positive note that emerges is the hope that AM and TV broadcasters will be sparked into thinking more positively about shows with entertainment instead of jackpots.

The picture business' nadir in the mid-1930s depression period rne picture pusiness' nadir in the mid-1930s depression period was marked by banko, bingo, Ford giveaways, and the like. Wartime prosperity didn't come too soon for some, and radio giveaways might appear to be heading toward similar crisis unless curbed. The FCC edict may have come just in time.

Abel.

Point at Issue: Can FCC Invoke **Lottery Law Without Mandate?**

Washington, Aug. 23.

Major question involved in FCC's authority to impose rules banning giveaways is whether the agency appropriated to itself powers claimed to reside in the Dept. of Justice. Commissioner Frieda Hennock, lone dissenter to the majority decision, thought FCC had no right to administer the lottery laws without "a specific mandate" from Congress.

The FCC ban on a first property and the property laws without the pro

ratu no right to administer the lotdate" from Congress.

The FCC ban on giveaways was based on a section of the Criminal Code which was formerly Section 316 of the Communications Act. During oral arguments last October before the Commission. Bruce Bromley, special counsel for ABC on the lottery proceedings, contended Section 316 was purely a penal statute to impose the same penalties on radio stations for broadcasting lotteries as is applied to newspapers for carrying advertisements of lotteries. Congress intended the penalties to be imposed, he said, only "upon conviction."

Violations of Section 316, Brom-

Violations of Section 316, Brom-Violations of Section 316, Bromley asserted, were to be prosecuted, along with other criminal statutes, solely by the Dept. of Justice. Congress delegated no power to the FCC to enforce the (Continued on page 38)

Campana Pullout To Cost CBS 400G

Campana may pull out of "First Nighter," the CBS Thursday night at 10 show, at the end of the current cycle Sept. 29. Heard on limited network of 70 stations, the pullout would dent Columbia's billings to the tune of \$400,000. Campana has until the end of this month to act officially on its option, but has already intimated that it won't renew. Fact that the client has been riding along with the stanza for a solid year led the sales boys to believe that it was in the bag for another whirl. Program originates out of Chi and has been a Campana on-and-off perennial.

MCA 'DIVORCEMENT' SPLITS AM-TV SETUPS

Music Corp. of America is re-vamping its radio and television setup. Both departments are be-ing separated with David "Sonny" Werblin coordinating activities of both. Hall Hackett has been named head of radio while Herb Rosen-thal has been put in charge of video.

nead of radio while Herb Rosenthal has been put in charge of video.

Divorcement of both departments hasn't yet been put into effect inasmuch as some of the MCA personnel are working in both sectors. However, plan will be fully effective in the early fall.

Disguised Joy

Radioites were surprised by the daily newspaper splash given to the FCC's decision on giveaways. All of the N. Y., netropolitan dailies gave the story top billing Saturday (20) and have been keeping up a steady stream of news and edi-torial comment torial comment.

While appreciating the news breaks, many broadcasters think that the dailies were venting their old anti-radio bias. They point out that while giveaway shows on radio are being threatened by the FCC, newspaper ads with giveaway angles will go right on being published. While appreciating the news

Martin & Lewis, Merman, Morgan **Comedy Parlay**

NBC's split-time experiment in programming, bracketing three 20-

NBC's split-time experiment in programming, bracketing three 20-minute stanzas within an hour, is creating considerable trade watch-fulness, since it may spark a wholesale trend away from the traditional half-hour slotting.

With the Friday night 8 to 9 period open, NBC is now planning a comedy parlay utilizing three of its most costly sustainers for the 60-minute segment. These will include the Ethel Merman Show, the Dean Martin-Jerry Lewis program and Henry Morgan. All three face dispossession when the regular season commercials return.

On top of the Friday comedy parlay, NBC envisions a Sunday night 11 to 12 sequencing of "My Good Wife." "Dragnet" and Dick (Continued on page 44)

(Continued on page 44)

Stordahl Orchestra Off Sinatra Airer for 1st Time: Green to Baton

When Frank Sinatra costars with Dorothy Kirsten on his upcoming cross-the-board Lucky Strike even-ing strip on NBC in the ex-Ches-terfield "Supper Club" 7-7-15 time). terfield "Supper Club" (-7.15 time), he'll be minus Axel Stordahl's orch for the first time since he hit the bigtime radio sweepstakes. (How-ever, the Sinatra-Stordahl combo will continue on recordings.)

REACTION OF TRADE MIXED

The FCC's long-overdue crackdown on giveaway shows is gen-erally regarded as one of the most healthy things that's happened to the industry in years.

Some of the industry's top brass, including network execs, while not in a position to come right out and say so because of advertiser sensisay so because of advertiser sensitivities, are hopeful that the Government agency's edict will mark the "beginning of the end" so far as the giveaway show is concerned.

The more alert broadcasters, more interested in "giving radio back to show business." frankly confess that they don't like and never did like the givcaway shows, but that they've been driven into them by the competition.

them by the competition.
They envision a protracted court battle to test the FCC's right to rule on programming and are confident that by the time the issue comes out of the courts the givenaway fad will have passed. They're also confident that they'll win the court fight, they recently fight the court fight, thus permitting them to "have their cake and cat it too," as one key broadcaster put it.

as one key broadcaster put it.

ABC, with millions of dollars in billings at stake with its "Stop the Music," "Break the Bank" and multiple varieties of sponsored giveaways, has already blueprinted its court battle, retaining one of the nation's top law firms, Cravath, Swain & Moore.

CBS prexy Frank Stanton also announced Monday (22) that Columbia will join in, in seeking judicial review. CBS has just sold part of its "Sing It Again," after trying for a year, and has a big coin stake in the DeSoto-sponsored "Hit the Jackpot."

NBC Involved

NBC Involved

NBC due to Inherit "Break the Bank" this fall on behalf of Bris-tol-Myers, and with a half-hour of its "Hollywood Calling" already sold, is expected to follow suit. Rigid enforcement of the newly-promulgated FCC rules would also affect such established comperaffect such established commer-cial airers as "Truth or Conse-quences," thus giving NBC a vital billings stake in the ultimate out-

come.

In actor and writing circles, the FCC crackdown was greeted with virtual rejoicing. It's hardly a secret that those within the membership ranks' of the American Federation of Radio Artists and Radio Writers Gulld took a terrifice heating as the giveance from the second of th beating as the giveaway fever spread. Actors who a few years ago were in constant demand and

(Continued on page 38)

Flock of Guinea Pigs If FCC Wants To Force Giveaway Test

Washington, Aug. 23.

Washington, Aug. 23.

If networks and stations continue broadcasting giveaway programs after Oct. 1 to force a court test, FCC will have a big choice of guinea pigs in determining the validity of its rules. On Nov. 1, licenses of all AM stations operating on the frequencies 640ke through 900ke, except 740ke, expire. Applications must be made 60 days in advance.

Whether the Commission would place all violating stations in this frequency range on temporary status pending a test of the rules has not been determined but some station or stations would have their licenses held up and hearings ordered to determine whether the lottery rules were being violated. Among the stations whose three-year licenses come up for renewal at the time the giveway ban takes effect are WNBC, WJZ, WCBS and WOR in New York, in addition to many other network and non-network clear channel stations.

One possibility is that the Commission may ulare "on temporary"

One possibility is that the Commission may place "on temporary" one station of each web to cover the various types of giveaways.

NBC Experiments With 'Mood Monday' Night Idea Based On Solid Music Setup

The 'Unholy' Three

Major rap among the package boys, should the FCC give-away edict get official court backing, will be taken by Lou Cowan and the Mark Goodson-Bill Todman combo. Keystone of their lucrative operations is

of their lucrative operations is the telephonic giveaway.
Cowan has been raking it in with his "Stop the Musie," now in its second year on a "sold out" basis, and also has packaged NBC's new "Hollywood Calling," 30 minutes of which has been sold to Gruen Watch.
The Goodson-Todman stake includes such coin-earners as "Hit the Jackpot," "Winner Take All," "Stop the Music" (in association with Cowan,

tin association with Cowan', "Beat the Clock," "Time's A Wastin' " and "Spin to Win."

Capitol Hill Feeling Mixed On Giveaways

Washington, Aug. 23.

The FCC ban on givenways brought mixed reactions yesterday (22) on Capitol Hill but in one important quarter—the Senate Committee on Interstate & Foreign Commerce—the agency was commended for stepping in on the money shows, even though there was doubt as to its authority.

Chairman Edwin C. Johnson OD-Colo.) said he was glad the FCC acted. "I think they had the duty (6 act." he told VARIETY, "but I don't know whether they had the authority." He thought a court test is needed to determine whether the lottery laws are being violated.

Sen. Johnson was of the opinion the giveaway shows have been going altogether too far. "They have taken on the aspects of the Pyramid Clubs," he said. "It has seened to me these programs got out of hand and the FCC was forced to do something about it." he declared. "Whether the Commission went too far," he said. "I do not know."

On the House side, Chairman Robert Crosser (D., Ohio) of the Committee on Interstate & Foreign Commerce admitted he was not well acquainted with the giveaway shows, except that he liked to test his wits by listening to quiz programs. Of course, he said, there can be no moral justification for programs which violate the lottery rules. However, he preferred not to "prejudge" the action of the FCC until he had studied the mater.

One of the more extreme views of the FCC action was taken by ter.
One of the more extreme views

of the of the FCC action was taken by Rep. Richard B. Wigglesworth (R.-Mass.), a member of the House

(Continued on page 38)

Brass Tacks Season Prepped by John Karol For Radio Exec Club

Radio Executives Club will kick off its '49-'50 season, with John Karol, CBS sales exec, at the helm. Karol is blueprinting a seniester devoid of circus overtones and frills, preferring a bi-weekly luncheon agenda that gets down to brass tacks on what makes radio and tele click in the current competitive ever tive era.

tive era.

Top execs of General Foods, Procter & Gamble, General Electric, the Assn. of Sational Advertisers, etc., have been booked for talks, along with Lowell Thomas, and while the humor department won't be bypassed, either Fred Allen or Arthur Godfrey will take the rostrum for a tradey exposition of "What's cooking in the AM-TV comedy realm."

NBC is experimenting with its Monday night program schedule, in a bid to make a dent in the opposition CBS audience pull. For some years Columbla has ruled the Monday Hooper roost, notably through its "Lux Radio Theatre" and surrounding Arthur Godfrey and "My Friend Irma" shows. NBC has been out of the picture completely.

NBC now plans to turn Monday into a solid musical evening on the theory that if sustained mood programming can pay off on CBS,

into a solid musical evening on the theory that if sustained mood programming can pay off on CBS, for example, on the Thursday night crime-suspense lineup, wby can't NBC duplicate it in terms of music?

Maneuver involves the switch-over of several commercial airers, with Fred Waring's General Electric program scheduled to move from Thursday at 10 into the Monday at 8 time (now that "Cavaleade of America" is moving to Tucsday at 8; with Cities Service's "Band of America" switching from Friday to Monday 9:30, and Carnation's "Contented Hour" transferring from Saturday evening to Monday at 10.

Here's how the Monday night lineup shapes up for NBC:
7-7-15—Frank Sinatra - Dorothy Kirsten Locky Strike show.
8-30—Fred Waring.
8-30-Bell Telephone Hour.
9-30-10—"Band of America."
10-10-30—Carnation "Contended Hour."

Chevalier Show In Mutual Fold

The Maurice Chevaller's "This Is Paris" show, transcribed in Paris and on the Riviera, is folding upon conclusion of its initial 26-week cycle. Efforts of Mutual to make the show pay off (it has a \$5,000 weekly production nut), were unsuccessful and last broadcast is scheduled for Sept. 22.

Mutual was selling the show locally, with D'Orsy Perfume and French Travel Bureau picking up the tab in the New York (WOR) market. With the exception of three or four other markets, however, the program was carried sustaining.

ever, the program was carried sustaining.

Show was produced by Ray Morgan with U. S. talent, including coproducers Bill Robson (who quit CBS on the Coast to join the outfit abroad), and Sam Plerce, identified with many of the top airers in this country. Pierce returns next month, with Robson possibly staying over to join Morgan in a new-radio venture tied in with the Marshall Plan.

PLAYHOUSE' LIKELY TO LAND SPONSORED SPOT

There's a strong possibility that BC's "Four-Star Playhouse," the NBC's "Four-Star Playhouse," the Cosmopolitan mag series alternat-ing Fred MacMurray, Rosalind Russell, Loretta Young and Robert Cummings in lead roles, will get a permanent berth this fall under commercial auspices. Web reports client nibbles that are expected to land "Playhouse" in the payoff column.

land "Playhouse" in the payoff column.
Program is currently doing summer sustainer duty in the Sunday at 8 period, facing eviction when Wildroot's "Sam Spade" moves into the time from CBS.

What Scholars?

Washington.

Editor, VARIETY:

Thanks very much for the (Showmanagement) key. I say in all sincerity that I value it more than the one which the U. of Alabama handed me some 30 years ago.

However, I am afraid VARIETY will have some difficulty in making scholars out of its Jackpot winners, Clifford J. Durr.

Former FCC Commissioner

YOU DON'T HAVE TO SUGARCOAT YOUR PUBLIC SERVICE SHOW, SEZ SCHWERIN

public service programs shows them as far from a lost cause. The organization has tested nearly 50 different editions of shows of this type, proving conclusively that qualitative research can make a solid contribution in this area.

The essential purpose of a public service program is to transmit information or ideas to the listening audience. Its problem is to do this in an interesting and enter-

ing audience. Its problem is to do this in an interesting and entertaining way.

"With a few exceptions, proper techniques for putting across ideas are customarily neglected or misused in public service shows," Horace Schwerin says. "We hear a lot, for instance, about 'sugarcoating' such ideas. Actually, our tests have frequently revealed that dislike for the material meant to serve as sugar-coating was the main reason for the failure of some of the programs studied."

Defining the kind of subjects that listeners want to hear treated has proved to be one of the Schwerin System's services to programs of this type. The nature and range of satisfactory topics vary for different shows. Often, a program is

(Seventh in a series dealing with the Schwerin System's findings on each of 17 leading types of pro-grams and commercials in what is probably the most comprehensive effort yet made in qualitative radio research.)

found to have set its sights too low—the "sugar-coating" concept applied to choice of subject.

On one public service program extensively studied, the test audiences were asked to choose from a ences were asked to choose from a list of subjects the ones they would most like to hear dealt with in the future. The heavier subjects on the list were selected more than twice as often as the lighter ones. When tested, editions having to do with the heavier subjects were markedly better liked than those

dealing with the lighter ones.

A number of editions of another educational program were tested.

The subjects fell into two broad classes: timely topics, and those of longterm interest. The latof longterm interest. The lat-ter proved to be better received, the editions concerned with sub-jects of longterm interest having a Schwerin average control Schwerin average score se points higher than the others,

Presentation Method

Presentation Method

As is the case with news programs, the Schwerin System's biggest single service to public service programs has been in outlining the methods of presentation that will make each show most Interesting and effective.

One show tested used dramas to put over the information it wanted to get across. The Schwerin System tested three different dramatic methods for this program—narrative bridges between scenes by (Continued on page 44)

(Continued on page 44)

More Agencies Use 1-Min. Pic Trailers on Radio Shows for Theatre Deals

Production of one-minute film trailers to plug local and network radio shows is on the rise, with three New York ad agencies now using this new plugging technique. Initiated by Compton, the method has been picked up by Benton & Bowles and Dancer, Fitzgerald & Sample, with the Biow agency also planning to turn out the short shorts to boost their clients' top radio shows.

Trailers, produced for about \$1.are distributed to local outlets which make their own deals with theatre operators. In return for exhibiting the films, the theatres get plugs on the stations carrying the given program. An average of about 300 theatres, located in

Dickman's NCCJ Appt.

Baltimore, Aug. 23.
John J. Dickman, exec of WBAL,
Baltimore, has been appointed director of the National Conference
of Christians and Jews. He'll take
charge of the NCCJ's inter-group
relations program in this area and
will manage the local area's fundaising campaign for the organiza-

Dickman was with WBAL for 11 years as head of the outlet's public service and television program-

WBT ENGINEERS PICKET BUT REMAIN ON JOB

Greensboro, N. C., Threw up Engineers of WBT threw up between their studios but did not walk off the job. The demonstration followed another failure to reach agreement on a new contract between the International Brotherhood of Electrical Engineers (AFL) and Jefferson Greensboro, N. C., Aug. 23. gineers of WBT threw u

tional Brotherhood of Electrical Engineers (AFL) and Jefferson Standard Broadcasting Co., operator of WBT.

There was no interruption of broadcasting but two pickets bearing signs paraded at entrances to the studios. The previous union contract, which union spokesmen said affected about 18 persons, expired March 1 and negotiations over a new one broke down. The engineers voted to stay on the job

over a new one broke down. The engineers voted to stay on the job pending new talks.

Negotiations were resumed with a federal conciliator but ended in disagreement over a discharge clause, and the engineers voted to begin picketing. A wilder space. begin picketing. A union spokes-man said there was no dispute over wages, but rather over the com-pany's firing rights.

Twin Cities Gets Third 50.000-Watter (WDGY)

Minneapolis, Aug. 23.
WDGY here will go on the air with 50,000 watts power Wednesday (24). Station has been testing new equipment several months, go final okay last week from FCC.
It will operate at 50,000 from 6 a.m. to sundown, then reducing to 25,000 from sundown to midnight. Up to now, station has been operating days only. To fill extra programs

Up to now, station has been operating days only. To fill extra program hours, it will add seven musiclans, four or five singers, three engineers and two or three announcers to staff.

Programing will be mostly folk and western stuff, with Wally Rudd as musical director.

New equipment is odd, in that nine towers south of town are arranged to beam station's signal northward, sending much weaker signal south, in order to avoid context with other stations on 1130 frequency.

There's been talk of network affiliation, but station is now plan-

There's been talk of network at-filiation, but station is now plan-ning only local programs. It is third 50-kilowatter in Twin Cities, WCCO and KSTP already broad-casting with that power.

Production of one-minute film Camel Goes It Solo On Cubs; Other Biz

On Cubs; Other Biz
Chicago, Aug. 23.
WIND, Chi, reported Cubs night
baseball games will be solely sponsored by Camel cigs, with the recent bowout of Walgreens. Sponsors formerly alternated are tilts;
five minute newscasts, six a week,
for Madewell Bedding through
Kapps agency: Carmen Cavallaro
transcribed show, 10 minutes, for
Amalgamated Tailors through Art
Linick agency, and announcements
for Universal Stoves through
Christiansen agency.

for Universal Stoves through Christiansen agency.
WGN, Chi, reported Williamson Candy will sponsor the once-weekly 30 minute "True Detective Mysteries" for 52 weeks through Aubrey, Moore & Wallace agency;
National Clothing will bankroll
"Behind the Story." a 15 minute,
five a week, for 52 weeks through
Kaufman & Associates; and announcements for Grove Labs
through Gardner agency. Oulser of about 300 theatres, located in key listening areas, have been entering into such deals.
Compton is currently turning out a trailer on one of its soap operas.
Originated by Joe Fields, Compton's assistant press director, films comprise brief sequences of the program which are shot in broadcast studios. Previous trailers were made on "Truth or Consequences," "Breakfast in Hollywood" and on Lowell Thomas.



MUSICAL DIRECTOR Stop the Music—ABC

KEYD IN TOUCHY SPOT WITH ALCOHOL PANEL

Mine ALCUHUL PAREL

Minneapolis, Aug. 23.

KEYD Sunday (21) presented state liquor control commissioner Dudley C. Ericson in panel discussion on "The Alcohol Problem and Advertising." which happens to be a touchy subject here. Others on panel included Harry N. Owen, farm paper editor, and Mrs. Hildur Archev, Minnesota Grange lecturer. Program was 10th in a series on the alcohol problem presented over KEYD by United Temperance Movement of Minnesota.

Liquor advertising in Twin Cities has been a much-watched subject. Dally papers in Minne-

Cities has been a much-watched subject. Dally papers in Minne-apolis refuse ads and radio stations have been watching discussions in the east.

Feeling is that if networks permit drink commercials, local stations will go along, with show of reluctance. Thus far their liquor place here restricted to a subject here here restricted.

reluctance. Thus far their liquor plugs have been restricted to a couple of breweries. Minneapolis Brewing Co., for instance, for ears has sponsored Bob De Haven's "Friendly Fred" disk jockey show on WCCO, a very popular six-nights-a-week feature. Ericson discussed Minnesota

ricson discussed Minnesota s governing liquor advertising, made no special pitch one or the other.

and made no special pitch one way or the other.
Radio here appears reluctant to touch liquor commercials, fearing comparison with Cowles-owned newspapers, which over the years have profited by refusal to take liquor advertising. At one time, it is remembered, papers refused to take ads for corn tune record, "Rye Whisky."

Swift to Use 'Club' Cast In Sales Meeting Pitch

Chicago, Aug. 23.
Swift & Co., using the "Breakfast Club" cast, is planning a one-shot fanfare sales meeting for the ABC, audience Oct. 1. J. Walter Thompson agency, which handles the Don McNeill troupe for Swift, is pitching hard to clear enough net outlets for the 15 minutes show, to be aired earlier than the regular Club program,

to be aired earlier than the regular Club program.

Swift will use company execs in a sales kickoff for its sansages, plan being to let the listening public eavesdrop on an old fashioned. "whoop it up for Rutgers" style of selling campaign. A JWT spokesman said: "With entertainment, it's a floor show with sales sock."

TRINITY UNIV. SERIES

San Antonio, Aug. 23.
Various Texas radio stations are now airing weekly dramas recorded by Trinity University student actors made in the speech studios and broadcast from magnetic tape.
This coming fall, the school has announced thorough courses will be offered in radio announcing, newcasting, writing and production.

Houston - Tom Franklin has Houston — Tom Franklin has been appointed program director of KNYZ, owned and operated by Glenn McCarthly, Franklin is a veteran in radio, television and films on the west coast.

From the Production Centres

IN NEW YORK CITY . . .

Radio producer on a busman's holiday: Lester Gottlieb (CBS) being interviewed on Albany station while vacationing at Totem Lodge ... Barrett F. Welch appointed director of research for N. Y. office of Foote, Cone & Belding ... Rod Erickson named supervisor of operations for radio and video at Young & Rubleam ... William Greene new to "Romance of Helen Trent" cast ... Klock Ryder joins "Backstage Wife" ... Jackle Grimes added to "Front Page Farrell" ... Most heard comment in wake of FCC giveaway edict: "Got any ideas for shows?" ... Joe Gottlieb checking out of Harry S. Goodman transcription operation ... Whatever became of: Doug Coulter, who exited Foote, Cone & Belding as radio director first of the year? Ditto Phil Carlin, exprogram veepee at Mutual? ... Mary Lou Forster doing the spot commercials for the fall campaign for Robert Hall clothes ... Treva Frazee featured on "Modern Romances" Friday (26) ... Bennet Korn to WNEW as sales department account exec ... Campbell-Ewald agency has appointed W. Arthur Fielden as head of Detroit office radio-TV dept. ... Actor Jack Lloyd, vacationing in Hollywood, produced and directed a half-hour drama for the U. S. State Dépt.'s "Volce of America" series last week between appearances on "Make Believe Town" "The Green Lama," "The Joan Davis Show" and others.

Three network shows snubbed the FCC by shelling out their big jackpot prizes soon after the anti-giveaway ukase was handed down Friday (19). Topping them all ABC's "Stop the Music" poured out a \$26,000 fortune in merchandise and bonds to a Missouri housewife, Mrs. Dorothe Pappenfort, Sunday night (21). Other participants also won heavily on ABC's "Break the Bank" and CBS' "Winner Take Ail," both on Friday. The prizes on these shows, however, amount only to a picayune couple of thousand ... Dr. William O. Walker, director of research for Ansul Chemical Co., appears on Watson Davies" "Advenure in Science" program (CBS) Saturday (27) from Chicago. He'll trace history of fire and fire fighting from early days ... Ralph W

With Bill Gittinger back, John Karol shedding CBS sales cares for several weeks in Nantucket...Bob Heller to pasture in upper New York state for a month,

IN HOLLYWOOD . . .

Chet Brouwer is being transferred to Chicago by Aver to be the agency contact on Sealtest sponsorship of "Kukla, Fran and Ollle." Glenhall Taylor remains in Hollywood to keep the office lighted... Richfield Reporter, long time NBC news standby, has renewed for another year on ABC. Account was lost by NBC when the 10 p.m. time couldn't be cleared due to California's daylight saving time last year... Cornwell Jackson passing a week with Stanley Resor, prexy of J. Walter Thompson at his Jackson Hole, Wyo., ranch to discuss the setup of the agency's Hollywood office, which will have only one show (Lux) next season... Diana Bourbon bronzed from her Hawailan vacation... Carol Richards will alternate with Peggy Lee as Bing Crosby's canary. Ken Carpenter will be back as announcer for his 14th year with Crosby, and Bill Morrow again doubles as co-producer with Murdo McKenzie and head scripter... Howard Meighan returns cast this weekend to make his recommendation for successor to Don Thornburgh as Coast head of CBS... Edgar Bergen interested in Marion Morgan, singer, and Jim Hawthorne, comic, as regulars on his Coca-Cola show ... Betty O'Hara, producer and commercial writer for Compton agency shows, moves over to Dancer-Fitzgerald-Sample Sept. 6 to write the plugeroos... Audition record of the Humphrey Bogart dramatic series was cut at CBS by Sandy Cummings. Dee Engelbach directed and Lyn Murray batoned the music... Garry Moore will have Ken Carson and Elleen Woods as vocalists, with Irving Miller directing the music on his CBS stripper. Bill Demiling and Lou Nelson turn out the scripts.... Bill Henry passing his vacation here and won't be back in Washington until Sept. 16. He'll do two weeks of his Johns-Manville scries from Kilj here... Two NBC secretaries, Betty McNeil and Margaret Crouch, hit the wedding trial last week... Bulova-Academy deal to air the Oscar awards has developed a chill due to insistence of Academy directors to approve every line of copy. Sponsor doesn't mind paying \$80,000 for rights to capitalize

Earl Nightingale starting new 30-min. Sat. series of interview shows on WBBM for Emergency Radio and Appliance, teaming with John McCormick to bedevil store customers... WIND staffer Jacqueline Peterson to marry Lincoln Lakoff Sept. 16 in Park Ridge, Ill....

Tommy Port guesting songs on WCFL's "Songs to Cheer" this week... Jack Fuller will emcee and Tune Testers will warble mystery tunes on WGN's new giveaway quiz debuting Aug. 29... Gunter Shiel from Swedish Broadcasting Corp. in Chi huddling with NBC newseasters Jim Hurlbut and Len O'Connor for recorded interviews with city officials... WGN scripter Jarvis Dugan engaged to radio actor Erale Andrews. Bernie Howard idea man for ABC's "Name the Movie," dashed off a parody on "There's No Business Like Show Business" that comics Jerry Coe and Dick Lynn are using in a Chi nitery revue ... Frank Duggan, formerly with Roche, Williams & Cleary agency, heading up Street & Finney agency's new Chi branch... Lee Bennett subbing for Curley Bradley three weeks in latter's Mutual show while Bradley is on vacation ... WMOR airing a special post-season Grant Park concert tonight (23) in honor of Israel with Nicolai Malke conducting... Disker Norman Ross added 15 mins. to his regular WMAQ pre-noon stint, giving him 60 mins. airing at that time ... Panl Barnes, the one-man "Calling All Detectives" show on WGN, to Minanl Beach for two weeks... Radio station brokers Blackburn-Hamilton have opened an office here with Harold Murphy in charge ... Asst, education director Betty Ross back at NBC desk after Daytona Beach vacation... Provided Tereof to AFRA convention in San Francisco... Mutual flack Jean Lewis in Madison for vacation ... ABC central division knocking off chores Aug. 25 for annual outing at Tam O'Shanter club

SCHENLEY MILLIONS SET TO GO

AFRA Charges for WATL License ABC DUE FOR Revoke Called 'Innuendos, Untruths'

Washington, Aug. 23.
The FCC was told last week that
it has no basis to institute a proceeding to revoke the license of
MATL, Atianta, Ga., as requested
in a complaint by the American
Federation of Radio Artists. The
station said the AFRA complaint
contained "innunendos, half-truths
and untruths" and failed to prove
charges of violations against Commission regulations.

charges of violations against Commission regulations.

A petition filed by John P. Southmayd, counsel for WATL, denied that J. W. Woodruff, owner of the station, has wilfully violated of disregarded lleense responsibilities. "On the contrary," the petition said, "His record as a licensee and his sense of public responsibility have been demonstrated during the past 14 years to be outstanding."

have been demonstrated during the past 14 years to be outstanding."
WATL said that the fact that a strike has been going on at the station since the first of the year, involving AFRA and members of the International Brotherhood of Electrical Workers, "is no evidence of a flagrant disregard by the licensee of government regulations nor is it evidence of chronic violation of the National Labor Relations Act."

tion of the National Labor Relations Act."

Notwithstanding AFRA's concern for the public, said WATL, "it seems apparent that this complaint has been filed solely for the purpose of using the good offices of this Commission to compel settlement by the licensee of his differences with AFRA and IBEW."

WATL also doubted that AFRA would push its revocation complaint if its labor demands were met, since revocation would result in abolition of jobs at the station for members of both AFRA and IBEW. AFRA's concern, WATL declared, "is not with the public interest—it is understandably with the private Interest of its membership."

The AFRA complaint was based largely on testimony taken at pro-ceedings before the NLRB. It was filed three weeks ago.

KEN LYONS, SCRIPTER, DIES IN HIS SLEEP

Kermit (Ken) Lyons, radio scripter, died in his sleep from a heart attack Monday night (22) at

heart attack Monday night (22) at his home, 50 Lincoln Road. Brook-lyn, N. Y. His sudden demise came as a shoek to his colleagues in the trade. He was 43. Lyons, one of the in-demand seripters among the east coast radio fraternity, was writer on the "Arthur Godfrey Talent Scouts" show, in addition to "Philo Vance" and "Boston Blackie." Formerly he was in the music publishing business.

Funeral services will be held tomorrow (Thurs.) at 1 p.m., from the Flatbush Memorial Chapel in Brooklyn. He is survived by his wife and 15-year-old daughter.

Buys Fight Blow-by-Blow To Plug His Candidacy

To Plug His Candidacy

Pittsburgh, Aug. 23.

For probably the first time in radio history, an individual politician sponsored a sports broadcast here last week as a means of promoting his candidacy. Councilman Joseph A. McArdle, independent Democrat candidate for renomination to city governing body, footed the bill for the blow-by-blow account of the Lee Sala-Joey DeJohn middleweight scrap in Syracuse, N. Y., over KOV.

Sala is a big local favorite and station had manager James V. Murray, former sportseaster, and Bill Burns, news editor, at the ringside in Syracuse putting the fight on the air here.

Commercials between the rounds were plugs for McArdle's candidacy. Previously a regular on the Democratic tieket, he was dropped this year because of repeated squabbling with Mayor Lawrence and is running for a place on the party slate as an independent.

Love Wins Out Again

Love Wins Out Again
Bloomington, Ind. Aug. 23.
WTOM provided an example
of radio's ability at special
features—by broadcasting to a
church wedding. U. of Indiana
student Ted Wiley appealed to
the station for help in getting
recorded wedding music because his bride-to-be was unhappy without It. WTOM program director Ward Glenn,
synchronizing by phone call,
aired marriage tunes for 25
mlnutes.
Timing was perfect. The
bridai couple marched out to
the tune of "Lohengrin."

Canada Set Fees May Be Doubled

Rather than increase revenue by accepting more commercial business, the Canadian Broadcasting Corp. will seek a doubling of the present radio-listener fee in Cauada from \$2.50 to \$5. This proposal will be submitted by the CBC when that body and the Canadian Assn. of Broadeasters meet before ASSN. 01 Broadeasters meet before the new Federal - appointed Com-mission of Culture, which body meets in Toronto for a four-day hearing, commencing Sept. 6, for the clarification of this Dominion's entire radio setup and some deci-sion on the present non-existent television outlook.

The \$2.50 tariff to listeners on all The \$2.50 tariff to listeners on all radio sets in Canada was set in 1938 and applies to every set owned in a home, installed in a car or boat. Meanwhile, the grapevine has it that the CBC will be in the red another \$300,000 this year. The proposed \$5 annual fee will apply only to radio sets with the tariff on television sets in Canada still to be determined, and this already mentioned as being anywhere from \$10 to \$25 per set per annum.

Pettey in WMGM Exit; Lebhar May Succeed

Herbert L. Pettey, director of WMGM, N. Y., is exiting the station Aug. 31 to go into another business. Parting with the Metroowned station on amicable terms, Pettey requested that his contract be terminated on its expiration date at the end of this month. He'll continue, however, to serve in each continue, however, to serve in an advisory capacity with the station.

advisory capacity with the station. Pettey's successor has not been decided as yet by Metro toppers who are planning to give the station a big buildup starting this fall. Any appointment that will be made will be done in consultation with Bertram Lebhar, Jr., general sales manager who co-piloted the station for the last 10 years with Pettey. It's likely Lebhar will take over the Pettey post while continuing as general sales manager. Pettey is moving into the presi-

uing as general sales manager.
Pettey is moving into the presidency of Parx Products, a drug and cosmetic manufacturing firm. Prior to joining WMGM (formerly WIIN) in 1936, he was radio director of the Democratic National Committee and secretary of the Federal Radio Commission and later, the FCC. He'll continue to headquarter in New York.

Montgomery to ABC

Robert Montgomery's Hollywood chitchat show for Lee Hats goes to ABC, getting the Thursday night 9.45 time.

CBS pitched for the business, but couldn't land it. Hat manufac-turer had a contractual commit-ment for ABC, where previously it had sponsored Drew Pearson.

BONANZA, IF--

Schenley, first of the liquor eompanies to make network radio overtures, apparently envisions more than spots in its kiloeycle future, if any. Once the lee is broken and ABC would like to break it, unless those anti-D.C. currents get too hot), Schenley, it's known, contemplates a major invasion into programming, with likelihood of four or five shows. On that basis the distillery outfit is ready to sink millions into radio.

That kind of business would come as a bonanza to ABC in the face of such cancellations as Phileo, American-Elgin, U. S. Steel and Sealtest, but it's still a moot point whether Schenley and the networks could get past the U. S. Senate's pearly gates. The FCC has already suggested that it won't issue any blanket nix on liquor ac'vertising, preferring rather to act on individual abuses. But Chairman Edwin C. Johnson of the Senate Commerce Committee doesn't intend to sit by and watch the liquor boys move in.

Whodunits Rule **Hooper Roost**

Mr. District Attorney......10.6

Inner Sanctum	
Fat Man	
Big Story	
Henry Morgan	
Crime Photographer	
Mr. Chameleon	
Our Miss Brooks	
Mr. & Mrs. North	
Mystery Theatre	
First Nighter	
Dr. Christian	
This Is Your F.B.I	
Mr. Keen	
Sam Spade	
	-

Chi Preps For 'Battle of Indies'; **WAAF Pours Coin Into Big League**

Subversive?

London, Aug. 23.

Patrick Beech, news editor of the British Broadcasting Corp., was fined \$20 and \$1 costs for failing to take out a license for his radio.

Admitted by head to done so

Admitted he hadn't done so for three years due to having slipped his memory.

Coulter Exiting McCann-Erickson

Administrative upheavals in the radio-television departments of top agencies continue unabated. Newest reshuffle affects McCann-Erickson, with Lloyd Coulter checking out of the organization as veepee in charge of radio and television after a 22-year association with the outfit. For the past six years he headed up the radio-TV activities and formerly ran the London and Parls offices.

Coulter will take several months'

Parls offices.
Coulter will take several months' vacation, explaining that the "increasing high pressure" was beginning to get him down. Thomas H. Lanc, veepee of agency, takes over radio and tele activities.
A couple weeks back Leonard Erikson exited as radio-TV veepee at Kenyon & Eckhardt to join McCann-Erickson in a top administrative berth.

istrative berth.

A month ago Sylvester (Pat) Weaver checked out of Young & Rubicam as radio-television boss to join NBC as head of television.

Wide Spread

Philadelphia, Aug. 23.
WCAU has lend-leased its "umbrella man" advertising trademark to Canada. Hubert Richardson, deputy secretary of the Bank of Canada, saw the WCAU umbrella campaign in American publications and asked the station for permission to reproduce the figure in behalf of Canadian Savings Bonds 4th Series.

8.6 half of Canadian Savings Bonds
8.5 4th Series.
8.8 WCAU waived all credit rights
8.6 in giving Canada the go-ahcad.
9.5 Station cmploys the "umbrella age of the local market in trade advertising. Now the smiling sillouette is appearing all over Canada.

Chicago, Aug. 23.
"Battle of the Indies" is shaping up here with WAAF moving into the fulltime 5,000 watt bracket with big-time ideas of live prowith big-time ideas of live programming, and plenty of coin to toss around the Chi area. Station recently gots its government okay to extend its airing to a 24-hour basis, and Is lining its sights on the

recently gots its government okay to extend its airing to a 24-hour basis, and is lining its sights on the lucrative local market.

Timed with the expansion is the avowed aim of general manager Brad Eidmann to switch WAAF's emphasis from a record station to a live program outlet with plenty of stress on the local angle. Drover Journal, owner of the 1,000-watt station, has laid out a \$500,000 expansion program that'il embrace FM operations, plus a longrange eye on WAAF's future as a tele outlet.

Station goes FM Oct. 1, and expects to get into 24-hour AM operation about February. Present operations are on a sunrise-to-sanset basis, but next winter will see WAAF battling for fulltime local markets with WIND and WCFL, and preparing to spend the cash in a big way.

First goal of Eidman is the sports field, now dominated by the other indies and network O-andO outlets. Towards this end, he's peddling the full football sked of the U. of Illinois, including nine games home and away. He figures to lose money on the deal, but wants to start getting in the fight in a "no holds barred" way.

WAAF is now constructing two additional studios in the LaSalle-Wacker bldg, for FM operations, which will give the outlet a total of five, one of which can be used for studio audiences. The studios are switchable from AM to FM and vice versa, which allows a flexible program operation.

Another change is the new transmitter and six new antennas to be

vice versa, which allows a flexible program operation.

Another change is the new transmitter and six new autennas to be located outside Chi, which represents a departure from the traditional site in the stockyards district. Station can also get into television in the future by simply adding another section to the present

television in the future by simply adding another section to its present tower.

Stations now employs a skeleton staff, but expects to set up a full program department and an expanded sales staff. Recorded shows that have been longtime there, such as the Symphonie Hour, a commercial bankroller for three years, will be kept on, but Eidmann figures on a majority of live shows.

HEATTER'S MBS TALENT SHOW FOR AM&TV Embarking on a quest for both

radio and video talent. Mutual's top new fail programming effort top new fall programming effort will be the "Gabriel Heatter Opportunity Show." Formatted along the lines of a talent contest, the show will run for 13 weeks in a half-hour Saturday night, beginning Oct. 1. The show will also be slanted for AM and TV simuleasting.

To be aired from the stage of the Guild theatre, N. Y., the show will be open to both amateur and professional performers who will compete for a \$5,000 radio and video contract. Top act of each show, besides receiving a \$1,000 savings bond, will be reassembled in the concluding programs of the series for the grand prize finals.

Heatter will emce the show and supervise the scripting staff together with Nora Stirling. Rocco Tito, program director, will also handle the screening of the talent. Herbert Rice, exee MBS preducer, will produce and Sylvan Simon will back up the contestants with an 18-piece orch. will be the "Gabriel Heatter Op-

HANNA'S 2 ROOSEVELTS

Mrs. Franklin D. Roosevelt has authorized Mark Hanna to act as her literary and radio representa-tive. However, her lecture tours will still be handled by the Colston Leigh Bureau.

Leigh Bureau.

Hanna is also currently working on a TV deal for Elliott Roosevelt.

Radio News Eds Indict Press Groups For 'Tired,' Dull Copy, Badly Written

Minneapolis, Aug. 23.

Minneapolis, Aug. 23.

The four major press associations have been put on the earpet by radio news directors for feeding badly-written and dull copy to stations on their wires. Negative verdict was handed down this week in a hard-hitting report made by the National Assn. of Radio News Directors after an extensive study of the wire services over a one-week period.

Starting out as a fact-finding project, the report wound up as a catalog of complaints against the press associations. Passing marks are given to the AP. UP, INS and Transradio press wires for their speed, accuracy, good taste and lack of editorial slanting, but these favorable comments are subordinate to the port's criticism on other scores.

Chief shortcoming of the press associations, according to the NARND report, is their inferior writing. "On both the trunk wires and the radio wires, writing is a low point... In many cases, news stories were handled in a dull, humdrum routine fashion when they readily adapted themselves to lighter and more interesting fashion... Poor old regional rewriters

are just so tired they can't make the mare go," says the report.

Another big beef concerned the unbalance of news in the services' output. The report found that "there is too much emphasis on national and international affairs and not sufficient development of local and regional news," In a breakdown of the services' daily file, it was revealed that about half the news dealt with national and international affairs and the other half with local events., including sports, weather, farin and women's news.

"Basic Concept Forgotten'
The report declares that the newscast which contains news about things "which affect listeners in our primary areas are the newscasts which are listened to... This appears to be a basic concept of news which has been forcetten.

newscasts which are listened to...
This appears to be a basic concept
of news which has been forgotten
or packed away in a dark closet,
by the wire services... Maybe it's
time for INS, AP, UP and TP to
sit down and do a little soul-searching to re-assess the yardstick by
which they evaluate news."
Other gripes directed against
the services include the filing of
old stories as new ones, and the
(Continued on page 44)

Pitt. Situation Points Up Struggle To Clear Time in Single-Station Cities

Struggle among the television networks to clear air time in sin-gle-station cities has hit a fever pitch during the last several weeks. Webs are reportedly trying to power their way into these stations to sew up time, whether they have a commercial show set for a certain slot or not. Stations, as a result, are refusing to take any bookings unless they see a signed con-

ings uniess they see a signed contract, with the result that the situation in several cities has reached an impasse.

Illustrative of the feeling among station managers is that of WDTV in Pittsburgh. While the station is owned and operated by DuMont, it is considered in a class with independently-owned outlets, since it has very little local programming. As a result it is dependent on the networks for most of its shows. Station has turned down bids for air time from competing networks on several fall shows, not because it wants to carry DuMont programs from N. Y. exclusively, but because it wants to carry DuMont programs from N. Y. exclusively, but because it has been bitten by the other webs several times on that matter of time clearance.

According to Chris J. Witting, assistant director of the web in charge of administration and operations, the sales chief of one rival network optioned a half-hour on WDTV Sundav nights for the fall, when a new commercial show was slated to start. Several weeks later, however, the sales chief wired the station to cancel that time in favor of a Thursday night slot, since the client and ad agency had decided to move the show. WDTV, as a result, was stuck with the Sunday night period.

Because of such maneuverings. Witting said. DuMont has decided not to accept any future commercial commitments from other webs on WDTV unless they know definitely the name of the program and the sponsor. Web is keeping a sharp eye on the fall program schedules of the other networks, since most snonsors and agencles demand to know what stations they are getting before signing a contract and the webs can't furnish the information.

Witting, while emphasizing that WDTV needs programming from other nets, also noted that DuMon must reserve time on the station for some of its own shows, even though these may be sustaining at their origination point in N. Y. To preserve its local operation status, the Pitt outlet must make time available to local sonsors. Thus, witting said, it sells participating spots

WLW-T Pacte McCluskey As Ita Sales Manager

As Its Sales Manager

Cincinnatl, Aug. 23.

William McCluskey has been stepped up to sales manager of WLW-T, filling the vacancy made by the recent resignation of Milton F. Allison.

Cincy's first television salesman, McCluskey has been in the Crosley fold since 1929, when he became manager of WLW Promotions. Inc., booking agency for the 50,000 watter's hillbilly talent. Previously he was with John Lair during the formation of Renfro Valley Enterprises and for six years was a singer and emcee with WLS. Chicago.

With McCluskey's promotion. Marshall Terry, veepee in charge of TV, upped James Ferguson to a producer on WLW-TV. Ferguson was an annumer and engineer at WZIP, Covington, Ky., opposite Cincy, before becoming a Crosley staffer last year as floor manager.

Obeler's TV Show

Hollywood, ug. 23.
Arch Oboler has set to script a television program for KECA-TV, starting in September. The 30-minute layout is titled, "Comedy Theatre."

Show will feature different cast weekly. To date no one has been set.

MAL BOYD TO VAMP TPA AS ROGERS' PRODUCER

Mal Boyd is expected to resign as prez of the Television Producers as prez of the Television Producers Assn. on the Coast to take over as producer of Buddy Rogers' five-aweek radio series and weekly television show via ABC in N. Y. this fall. Boyd is Rogers' personal manager and formerly co-produced "Punch with Buddy Rogers" in Hollywood.

Pending the final inking of

"Punch with Buddy Rogers" in Hollywood.
Pending the final inking of signatures to Rogers' ABC contract, it is understood that both the AM and video shows will be launched between Sept. 15 and Oct. 15. ABC program chief Charles ("Bud") Barry goes to Hollywood this week where final contracts are to be legalized. Rogers, meanwhile, is scheduled to return to N. Y. following a theatre date in Miami week of Aug. 31 which is a break-in for a Broadway vaudfilm booking in October as part of his ABC buildup.

Boyd, who will return to N. Y. next week, will be forced to resign from several other organizations. He is pub relations chairman of the Academy of TV Arts and Sciences and one of the nineman exec TV committee of the Los Angeles Chamber of Commerce.

Hubbell's Foreign TV Importations

Negotiations have been completed for the importation of British films into the U. S. for use on video. Richard W. Hubbell, tele consultant, last week returned from a lengthy tour of the continent after having set up British and French companies for conversion of shorts and features into tele films. Pix will be re-edited with standard dissolves and spots for commercials for sale to American stations. Hubbell plans to set up further companies in Italy, Belgium and Canada.

Hubbell has completed arrange.

panies in Italy, Belgium and Canada.
Hubbell has completed arrangements with British Pathe for their entire output. First films are expected to be flown in this week. Currently, 263 films are being processed for video, with 163 set for release this year.
Import of Pathe pix is being done in conjunction with the Richardson-Hubbell Television Networks. Ltd., a subsidiary set up with British financier W. T. Richardson, who controls 51% of the firm's stock. Company is capitalized at \$30,000, and plans are being made to raise additional capitalization to 50,000 pounds, maximum permitted by the British Government for any new business.

50,000 pounds, maximum permitted by the British Government for any new business.

According to the agreement, American distribution must return negative costs with a 5% profit. Hubbell figures this to be comparatively easy, inasmuch as costs will be figured on the basis of conversion to tele use and not on the original cost of the film. Most of the pictures have already returned their original investment through theatre exhibition.

After film is re-edited, new negatives will be made, according to Hubbell, so that fresh stock will be exhibited in the United States.

French company's operation. Hubbell declared, has been held up because of failure to find snitable personnel. In charge of the firm is Anne Buydens, former supervisor for World Video.

DuPont Named Program Manager of KBTV, Dallas

Dallas, Aug. 23.
Larry DuPont has been fiamed program manager of KBTV, which expects to take to the air here with its first video Sept. 1. DuPont was formerly with WBAP-TV, Fort Worth, and is author of several TV plays.

plays.

Other staff appointments announced by Seymour C. Andrews, general manager, include Victor Duncan as director of film. Duncan was a former March of Time cameraman. Bob Stanford has been named chief announcer and George White put in charge of sports



BEN LUDLOW MUSIC Call the Police—CBS Scattergood Baines—MBS

ABC-TV to Make Clean Sweep Of Chí 'Teledogs'

Chicago, Aug. 23.

Chicago, Aug. 23.

ABC-TV is making a clean sweep of six web-fed, Chi-originated sustainers within the next six weeks, in a move to drop all programs that won't sell. At the same time, the net is making a fresh start with a flock of fresh sustainers that are hoped to draw a heavy sponsor reaction.

Programs bowing out, all Chi-originated, are "Penthouse Players," "Skip Farrell Show," "Treasure Quest," "Sing-Copation," "Science Circus" and "Stand By For Crime." Except for "Sing-Copation," all are 30 minutes shows routed over the midwest and eastern network. "Crime" is taking an eight week hiatus, Aug. 27, but its return is considered doubtful. ful.

but its return is considered doubtful.

As replacements, ABC-TV is launching four net shows to originate from Chi—a 30-minute musical revue, featuring top singers and dancers, skedded for Sept. 4 at 7:30 p.m.; a 30-minute swap show with audience participation, lined for Sept.; and a 30-minute suspense-type chiller written by William Ballinger, to start screening around mid-September.

Fourth new net show—a panel quiz with a telephone tie-in—is in the indefinite stage because of the FCC ruling on giveaways, but will go ahead if the lottery kinks can be worked out. Starting date is Sept. 9 at 7 p.m. if net toppers give it the green light.

Main reason for the sweeping

it the green light.

Main reason for the sweeping changeover is the impatience of the ABC-TV brass with carrying "tired dogs that can't or won't sell." Move is in line with the recently stepped-up TV activity of the central division, under veepee John Norton following the ap-

(Continued on page 42)

Cooper Due in N. Y. For New Alan Young Deal

Hollywood, Aug. 23.
Indie packager Frank Cooper leaves for N. Y. this weekend to set a deal for a new television series starring comedian Alan Young.

ries starring comedian Alan Young. He'll also assist Lawrence Klee producer of "Fat Man" and "Mr. Keen" for radio, in wrapping up a new TV series for Camels, which Klee recently sold to the William Esty agency.

Cooper will also try to find a sponsor for a simulcast of his "Strike It Rich" show, which he claims is not in conflict with the FCC's new ban on giveaways. His outfit has recently expanded its talent list, which now includes such names for radio-TV work as Dick Haymes, Martha Tilton, Rudy Vallee and Kenny Baker.

The Old Urge

He Old Orge

Hollywood, Aug. 23,
Once an actor always
Turning from his long stage
career to agenting when jobs
became scare, Walter Woolf
King is back in grease paint,
He's emceeing NBC's televislom show, "Lights, Camera,
Action," a video version of radio's talent hunts.

TV Set Sale Pace Slows Down

Slump in television set sales during the summer was especially marked during July. While the number of sets throughout the country hit the 2,150,000 marker as of Aug. 1, the increase over the preceding month was only 140,000, which marked probably the lowest rate of increase during the last year. Because previous estimates on Toledo and Albuquerque were too high, this month's figures show no increase. New York, still far out in front of all other cities, maintained its pace of a 35,000 increase, bringing the city stotal up to 720,000. Following is the city-by-city breakdown as of Aug. 1, including 75 stations in 43 market areas, as complied by the NBC research division. No. of

CILL .	Ctations	NO. OI	Inc. Over
City	Stations	Sets	Last Month
New York		720,000	35,000
Philadelphia		205,000	15,000
Chicago		170,000	3 7,000
Los Angeles	. 6	169,000	19,000
Boston		113,000	8.000
Detroit	3	76,000	4,000
Baltimore	3	69,600	2.800
Cleveland		67,500	3,000
Washington		55,700	4.700
New Haven		37,400	3,100
St. Louis		36,800	1,800
Milwaukee		30,000	
Schenectady		29,000	1,600
Cincinnati		28,100	1,500
Buffalo		26,300	500
MinnSt. Paul		23,700	1,100
			3,400
Pittsburgh		23,500	1,500
Toledo		18,000	
Atlanta		15,000	2,500
Richmond		13,700	600
Providence		13,500	1,800
Ft. Worth-Dallas		12,300	800
San Francisco		10,600	1,100
Lancaster	1	9,900	300
Wilmington	1	8,900	400
Dayton	2	8,800	500
Louisville	1	8,700	600
Miami	1	8,100	500
Seattle		7,800	300
Columbus	1	7,700	200
Houston		7,500	1.000
Syracuse		7,200	1,900
Indianapolis		7,000	500
Memphis		6,300	
San Dlego		6.300	100
Salt Lake City	2	6,000	1,800
Erie	î	6,000	400
New Orleans		6,000	900
Oklahoma City			1,400
Pochasten	. 1	5,000	800
Rochester		4,300	900
Birmingham		3,500	400
Charlotte		3,000	2,000
Albuquerque	1	1,000	
Cub total		0.000,000	
Sub-total		2,092,700	135,700
		CITIES	
Johnstown		2,900	2,900
Omaha		2,500	1,300
Grand Rapids		2,000	2,000
Utica		1,500	300
Greensboro		900	800
Others		47,500	2,000
Total		-	
Total	** **	2,150,000	140,000
CARROWAY CAR	INTO	Ford Doslars	in Dool

GARROWAY GAB INTO | Ford Dealers in Deal 5-MIN. COM'L FORMAT

Chicago, Aug. 23.

Chicago. Aug. 23.

WNBQ's experiment with disk jock Dave Garroway in a five-minute commercial show starting Sept. 19 for Mott's Apple Juice is being watched with considerable interest by trade circles here. As one observer put it, "the station has tossed the talkingest character in town into the shortest show in town. It won't work."

Garroway will screen five weekly for 39 weeks in the 10:30 p. m. slot, normally the station's signoff time. Young & Rubicam agency routed the deal, and was known to have wanted a minimum of 10 minutes for the garrulous disk jock to get started. Titled "Reserved for Garroway," the show is reported as a tipoff experiment on whether Chi TV audiences will go for a show less than the orthodox minimum of 15 minutes. But as trade talk goes. "five minutes for Garroway. Are you kidding?"

CBS' L.A. Station To Keep 'Crusade' Program

Hollywood, Aug. 23.

KTTV. CBS-Times station here, will continue to beam the 45-minute schedule segment wrapped caround "Crusade in Europe" even though ABC outlet. KECA-TV, shows on Sept. 16. "Crusade" was wade by 20th-Fox for exclusive use by ABC-TV outlets and is being beamed on ABC stations everywhere but locally. Net allowed the program to go to KTTV here because KECA-TV was not on the air. "Kieran's Kaleidoscope" will also remain on KTTV along with "Pal Headliner." Both programs purchased ABC time adjacent to "Crusade." Both went to KTTV with "Crusade" and will remain until series is concluded. "Kieran' precedes the Eisenhower series and "Pal" follows. Hollywood, Aug. 23.

For 'Spot' Showcasing Of Big 10 Grid Games

Midwestern football fans this fall will have a chance to see on television official pictures of all home games played by Big 10 teams through a deal set this week by Inrough a deal set this week by Ford Dealers. Films, which will be wrapped up into a weekly haif-hour show, will not be networked but will be sold on a spot basis. Sixteen stations have already signed for 10 weeks with options on three more at a weekly package price of \$5.000, making it probably the biggest spot buy in TV yet. Agency on the acount is J. Walter Thompson,

son.

Pix, which are expected to be shown on each station on a Thursday or Friday evening, will include highlights of Big 10 games of the previous week. Contract also calls for the inclusion of games played by Michigan State, although that school won't become an official member of the Big 10 until 1951. Each week's roundup will include also predictions of winners for the following Saturday by Wilfred Smith, sports editor of the Chicago

following Saturday by Wilfred Smith, sports editor of the Chicago Tribune.

Films are those made by the various universities for showing to alumni meetings throughout the country. First week's edition will comprise a roundup of the best games of the 1948 season. Second week, as an example of the contests available, will include the following: Northwestern-Purdue; Illinois-Iowa State; Ohio State-Missouri, Michigan - Michigan State; Iowa-UCLA; Minnesota-Washirgton, and Wisconsin-Marquette.

Columbus.— WLW-C, Crosley's Columbus TV outlet, appointed John D. Metzger as junior producer and continuity writer. Metzger founded Ohio University's campus station WOUB, later WOUN, in 1942 and was later station manager there.

COME WEST, H'WOOD'S TELE PLEA

Rentals; May Hit Profit in 2 Yrs.

NBC television's film department will rack up gross rentals of \$250,000 for its first fiscal year, ending Oct 1. Figure, while certainly far from the grosses turned in yearly by even the smallest theatrical film distributors, is believed the highest yet earned by a TV distrib and presages a profit for the NBC department within the next couple of years.

According to department chief Russ Johnston, it's too early to de-termine whether the gross means a profit or loss for this year since the department has had too little the department has had too little experience in figuring its distrib costs. For example, he pointed out, no set formula has been devised for amortizing the costs over a period of years, which might be necessary since many of the pix NBC handles have valuable residual rights. He pointed out, however, that the earnings have been derived from only six series of films, which have been leased to stations at prices ranging from \$20-\$50 per showing.

Johnston attributes the good rec-

Johnston attributes the good rec-ord of the first year to the fact that NBC was the first TV film distrib to go out into the field, for huddles with station managers to the dearn what they wanted and what they could afford to pay. He leaves Sept. I on a tour that will take him to practically every TV market area in a month. During his trip, he plans to repeat his previous practice of making calls with station managers on local clients, to get the viewpoints of the latter also on salable film.

As a result of these local level. with station managers

As a result of these local level huddles, Johnston said, NBC has been able to establish a pricing formula based on an analysis of the local market situation. Rentals are now based on a percentage of

(Continued on page 42)

NBC Sets Up Own TV Opera Dept.

NBC this week became the first television network to launch a full-scale opera department, signing Dr. Peter Herman Adler, director of several opera companies both in Europe and the U. S., as department chief. He will prepare, supervise and conduct a series of hour-long operas in English this fall and winter on the web, with present plans calling for at least four productions between Sept. 1 and the end of the year.

NBC plans to operate along the NBC this week became the first

and the end of the year.

NBC plans to operate along the opera comique lines rather than grand opera and will confine its material to such lighter works as "Barber of Seviile," "Carmen," "Tales of Hoffman" and "Die Fledermaus." Also set for early fail production is Kurt Weill's "Down in the Valley," contemporary American opera. Singers are to be chosen for their dramatic, as well as vocal, talents.

Adler. born in tzechoslovakia,

Adler, born in Czechoslovakia, has been in this country since before the war and is now a U. S. citizen. He staged several experimental operas on NBC-TV last search in Excitation. son in English, including Puccini's "La Boheme."

360G MUSICIAN TAB FOR CROSLEY IN CINCY

Cincinnati, Aug. 23.
With televiewing on the climb
this area, Crosley's WLW-T
going all out to remind viewers is going all out to remind viewers that it is the only one of three local TV stations having a staff of live musicians. Combined bill for musicians annually on Crosley AM, TV and FM outlets is said to exceed \$360,000, surpassing that of the Cincy Symphony and Summer Opera.

WLW-T also is the largest user of other live talent, telecasting 103 live programs weekly in addition to network kinescopes.

Putman's Weekend

Putman's Weekend
George F. Putnam, commentator on DuMon't across-theboard "Headline Clues," is
slated to fly on a whirlwind
trip to England and Germany
Friday (26) for a first-hand report on conditions, which he
will present on the air Monday
(29). He'll work in collaboration with International News
Service and inis trip will be
covered by Telenews-INS
newsreel.

service and his trip will be covered by Telenews-INS newsreel.

Putnam plans to lunch with a typical British family in London Saturday to get their views on world conditions, and will also huddle with British government officials. He expects to fly to Frankfurt Saturday night for dinner with a family there and will also talk with American officials in Germany. From Frankfurt he'll fly to Berlin, where he hopes to do spot interviews. He'll then return to Frankfurt, from where he'll fly back to N. Y. Sunday morning, arriving at LaGuardia field at 11 o'clock Sunday night.

4A's May Set Up **TV Authority Sans Recalcitrant SAG**

Eastern branches of the Associ-Eastern branches of the Associated Actors and Artistes of America are ready to force the issue of establishing the 4A's Television Authority. Bo ar d, comprising Actors Equity Assn., American Guild of Variety Artists, American Federation of Radio Artists and American Guild of Musical Artists, American Guild of Musical Artists. American Guild of Musical Artists, has invited the Screen Actors Guild to come east for a conference to be held no later than Oct. 1. If SAG doesn't accept the invite. Eastern branches are reported ready to start TVA without SAG.

Meeting between all the 4A affiliates broke up recently over the question of film jurisdiction. SAG wouldn't go into the TVA unless it could retain jurisdiction over its members even when working under

members even when working under

(Continued on page 42)

Philly in Organized Gangup on FCC's TV **Channel Restrictions**

Philadelphia, Aug. 23.
Charges of discrimination against this city in the FCC's proposed altocation of only three very high frequency television channels were voiced at a luncheen meeting held in Washington. Thursday (18).

in Washington, Thursday (18).
As a result of the meeting, the city's entire Congressional delegation, both Pennsylvania Senators and representatives of the Philadelphia Chamber of Commerce will voice their protests to Acting Chairman Paul Walker, of the FCC, at a hearing tentatively set for today.

The delegation will upge that

The delegation will urge that Philadelphia be given five channels in the present band rather than the three uhf channels proposed. The city at present has four TV channels, three of which are in use. One ultra-high frequency is asked for.

quency is asked for.

The group contends no reduction in available bands is proposed for New York, Chicago, Baltimore and Washington. The FCC allocation would limit this city and its adjacent areas to service facilities equal to those available in the smaller towns.

A public hearing is scheduled for Sept. 26 on the FCC proposed allotment of TV channels throughout the country. This city has until Friday (26) to present its brief.

WILL SWING IT

Hollywood, Aug. 23.
They're keeping their fingers crossed out here and uttering a silent prayer that everything goes well with the three new developments that may shift the trade winds of television to this seaboard. High hopes of the Coasters rests with what Hollywood is famous for—film

ers rests with what Hollywood is famous for—film.

CBS' Harry Ackerman has two projects in the works, kine and sprocket celluloid, while Irving Brecher and the Warwick & Legier agency (for Pabst) are concerned only with the emulsified ribbon that worms out of cameras. If all three come off within reasonable anticipatory bounds, has will fly in the air and cries of "Eureka" will go up from every cubicle along Commission Row.

"Bureka" will go up from every cubicle aiong Commission Row.

The Ed Wynn show, first of the kinnied biggies for eastern networks, will be scanned with eager eyes, east and west. It could make the big difference and dissipate a iot of doubt. Then, for added good measure, the straight filming of CBS' "Escape" and Brecher's "Life of Riley" for Pabst could turn the trick and the hoped-for shift to the west of big time tele eventuate before another year passes.

Hope, I Hope, I Happe

Hope, I Hope, I Hope

passes.

Hope, I Hope, I Hope
The coast optimism soars to these heights: Should all three projects click there's nothing to prevent the exodus west after another season. The cry for names will grow louder and few will pull stakes and break family ties just for TV in the east. Should film and kine achieve the hoppd-for quality and be kept within reasonable budgetary bounds, the Coasters will feel much better about their chances of being the video capital of the world and the ghost agencies once more keyed to prosperous times.

Only certainty, however, at this time is the Wynn kine for Speidei and CBS and "Riley" for NBC. Ackerman and Harlan Thompson, who'll produce, are toiling like trojans to get all the bugs out of the inaugural show Sept. 22 (two weeks later in N. Y.). Studio A at Columbia Square is being converted to teevee and every new technical device has been installed to give the kine every advantage for a successful takeoff. On the first program with Wynn will be Gertrude Niesen, a team of acrobats and a line of girls. Raiph Levy, well grounded in TV, is being brought in from the east to handle direction. Lud Gluskin, who directs the inusic, is shopping around for a hair piece to avoid

handle direction. Lud Gluskin, who directs the music, is shopping around for a hair piece to avoid any shiny reflections.

Dry Run Liked
Brecher has already "dry run" his long run radio comedy, "Life of Riley" for the sponsor, agency and network execs and the reac-

(Continued on page 44)

CBS' CLOSED CIRCUIT 'FRONT PAGE' AUDITION

CBS television last week staged a closed circuit audition of "Front Page." a projected half-hour series based on the Ben Hecht-Charles MacArthur legiter. Web plans to utilize a kinescope print of the audition to peddle the shows to ad agencies and clients. In line with the recent trend of keeping new packages on ice until a bankroller is found.

Also auditioned last week were

found.
Also auditioned last week were no Rurl lyes shows. One is a 15-Also auditioned last week week two Burl Ives shows. One is a 15-mlnute musicale featuring Ives alone, stated for an early evening airer, and the other is a folk-song vaudeo program built around Ives as emcee.

Nice Instrumentation

Asked of Joe Bushkin on the Eddie Condon TV show: "Which one of the Dorsey brothers did you play with?" "Fifi."

NBC-TV Grosses \$250,000 on Pix HOPE KINE, FILM Sen. Johnson Raps CBS for Abandoning Its Favorite Baby—Color Television

Touts' 200G TV Loss

Touts' 200G TV Loss
Chicago, Aug. 23.
TV got into the bookie business here, and local touts are moaning about their \$200,000 experience.

Detroit track results are delayed 15 minutes after each race. However, sharpies learned the fourth and fifth Detroit races were being televised. So TV results were phoned to Chi confederates, who placed bets with the unwary operators before the delayed flash could get here. Chi bookies caught on towards the close of the Detroit race season, but not before they had shelled out a reported \$200,000 to the silekers. Varying comments: Slickers—"Ain't it ashame they caught on. We had absolute cinches." Bookies—"We musta had holes in our heads."

FCC's Giveaway **Edict Has Little Effect on Tele**

FCC's ban on giveaway shows, if it sticks, is expected to have little effect on television, since only five programs on all the major TV networks fall under the Commission's ukase. Reason is that TV, being comparatively new, is still experimenting with program formats and so has offered little chance for the giveaway fad to move in and take over.

Giveaway ban, in fact, may react beneficially for video. TV broadcasters have long believed that they can compete favorably with aimost any type of radio show except for those which offer mammoth jackpot prizes for bait. If such programs are forced off the air, consequently, TV should enjoy that much wider a share of audience.

Broadcasters also point to tele's

that much wider a share of audience.

Broadcasters also point to tele's comparatively small circulation at this time as another reason why the giveawayers haven't gained too the giveawayers haven't gained too strong a toehold. Manufacturers putting up the prizes for such shows do so in return for the air plugs they get. Any of them faced with a choice between radio and TV have naturally turned to radio first. "Stop the Music," of course, is the major exception but it is "(Continued on page 42).

(Continued on page 42)

Carol Bruce, Larry Storch Set for 'Little Show:' Kine Audition to Roll

Carol Bruce and comic Larry
Storch this week were set for the
permanent cast of the "Little
Show," revue series which CBSTV will stage this fall in collaboration with Dwight Deere Wiman.
Tom Weatherly of the Wiman
office, who will produce and direct, revealed a closed circuit audition of the program will be kinescoped during the week of Sept.
19 in order to pitch the show to
prospective sponsors and ad agencies.

Also set for the cast were Degram

Also set for the cast were Peggy French, Virginia Gorski. Don Diberto, Elaine Stritch and Lewis Nye. Show will have a six-girl line. Present plans are to use all new material for each production with the exception of one skit or song from the original Broadway "Little Shows." Thus, in the first stanza. Miss Bruce and Storch will do "Can't We Be Friends," from one of the early Broadway productions. of the early Broadway productions. Weatherly has issued a call for sketch and songwriters to get a backiog of new material before the show takes the air.

Washington, Aug. 23.

Charging that manufacturers are blocking the development of color television, Sen. Edward Johnson, chairman of the Senate commerce committee, today (Tues.) called on the FCC to make sure no impediment is put in its way to license the art. The senator also charged CBS with holding back in pushing its system.

the art. The senator also charged CBS with holding back in pushing its system.

Johnston wrote Dr. Frank Stanton. CBS prexy, that the demonstration of the web's color system last week convinced him that "color is here." All that is necessary for it to sweep the nations," he said, "is for the FCC to remove the road block and promulgate standards for its operation."

In another letter to acting FCC chairman Paul Walker, Johnson said he was disturbed over "the plain implication" of a request by Commissioner Robert Jones-for Information from Dr. Stanton "deaiing with refusal by manufacturers to construct color transmitters and receivers" and "Columbia's alleged inability to make available a sufficiently large number of color converters for field tests for the FCC's September hearings on television."

Johnston said "the very interests which have been most active In pushing color television, suddenly have become very cold to turther efforts in that direction. Neither I not other members of this committee who have discussed the subject can comprehend the stated reasons."

Everybody Bullish

Any doubt that the FCC will

Everybody Bullish

Everybody Bullish
Any doubt that the FCC will
llcense color television tollowing
its hearings next month on video
allocations seemed to have been
dispelled last week after color
demonstrations here by CBS before members of the Commission
and Congress, which left nothing
to be desired. Carried for the first to be desired. Carried for the first time directly from Baltimore to the Capital, over the regular commer-cial channel of WMAR-TV, the colorcasts surprised viewers with the clarity of reception and the vividness of pictures of colored fabrics as displayed by a model. A few outdoor shots were shown to

(Continued on page 44)

'This Is Broadway' **Sold to Crosley**

Crosley division of the Aviation Corp. is canceiling out of NBC's "Who Said That?" video show and is buying the CBS' "This Is Broadway" TV production. Crosley also has an option for the AM version, with possibility of a commercial simulcast. (It's now carried sustaining on that basis).

Whether or not Crosley will take the full 60-minute version or cut it to a half-hour is still to be de-cided. Also time segment has yet to be selected.

to be selected.

Deal poses a dilemma. Crosley owns the three Ohio stations in Cincinnati, Columbus and Dayton. They're all basic NBC affiliates, which means clearing time for a CBS show.

Sale of "Broadway" to Crosley boosts Irving Mansfield's stock around the network. He's creator of "Talent Scouts" and "Broadway." It also adds up to a big coin payoff for Bill Paley & Co.

'Candid Camera' Sold

'Candid Camera' Sold Biow agency this week confirmed reports that Philip Morris is dropping the Tex McCrary-Jinx Faikenburg "Preview" from CBS-TV at the close of the current cycle. Show is to be replaced by PM in the Monday night at 9 slot by Alien Funt's "Camera," addapted by Funt from his "Candid Camera." "Camera," addapted by Funt from his "Candid Microphone" radio show, has been on NBC-TV this summer as a sustainer. It was previously aired on ABC-TV.

FCC Finds 'T'aint Easy Trying To Give Away a Giveaway Ruling

Washington, Aug. 23.

Despite industry announcements that the giveaway ban will be taken immediately to the courts. legal opinion here last week was that the FCC will have to take the first move before the Issue can be tested. While there may be efforts to obtain a stay order in the lower courts to enjoin the FCC from putting its rules into effect. there is considerable doubt such an order would be granted. Similarly, it is considered unlikely that a court would issue a declaratory ruling on the Commission's authority to impose the rules.

*It is generally agreed that the

It is generally agreed that the giveaway issue will be resolved by the following procedure:

1. After Oct. 1, when the ban becomes effective, the Commission will refuse regular renewal to one or more stations whose three-year license expires, if such station or stations have been broadcasting programs prohibited under the new regulations.

2. Hearings will be held to determine whether the station or sta-tions have violated the lottery rules and whether license renewal shall be denied.

shall be denied.

3. Should the Commission deny renewal of license because of lottery law violation, the station or stations (probably joined by one or more networks) would immediately go to the U. S. Court of Appeals of the District of Columbla to maintain license status of stations effected, pending a decision.

4. In the event of a decision favorable to the industry, the Commission would ask the Supreme Court to review the lower court ruling. In the event of an adverse decision, industry would do the same.

5. The Supreme Court, in either case, may refuse to review, in which case the lower court ruling

6. If the case is reviewed, the high tribunal's decision would decide the Commission's authority. Where property rights are involved in giveaway shows, as in

Where property rights are involved in giveaway shows, as in contracts between advertisers and program producers, there may be count action in advance of FCC proceedings. In its order directing that the regulations be invoked, the Commission said adoption of the rules "may make available to persons who may have property interests directly and immediately affected adversely by their adoption an opportunity to secure a judicial determination of the validity of any such application of the rules in advance of Commission action in licensing proceedings and without the expense, delay in time and licensee jeopardy which would be involved if the Commission's interpretation of the law were to be developed and disclosed only in the course of such proceedings."

D. C. Feeling Mixed Continued from page 33

Committee on Appropriations, Committee on Appropriations, who has been a consistent foe of the Commission. The Congressman saw in the giveaway ban "another attempt by the FCC to censor radio" and to interfere with free speech. "Once again," he said, "the Commission is apparently using its power to license stations as a life-or-death club toward control of what the words will be permitted." what the people will be permitted

Wigglesworth sald he held no wigglesworth said he held no brief for or against the giveaway shows. "But I do protest this effort by the FCC," he said, "to decide whether these programs shall or shall not be broadcast, and I hope It will be stoutly resisted.

Not sufficient time had elapsed since the FCC action was an-nounced last Friday (19) for memnounced last Friday (19) for members of Congress to hear from their constituents. Most Senators and Representatives have had little time lately to listen to giveaway programs, even if they were so disposed, and are not very familiar with the programs.

Woods' Dilemma

ABC prexy Mark Woods' nughter, Patricia, marries ABU prexy Mark Woods' daughter. Patricia, marries George Henry Cobb, II, Sept. 17 at Christ Church. Short Hills, N. J. Reception is slated to follow the ceremony at the Baltusrol Golf Club, Springfield, N. J.

In view of the FCC ban on giveaways, Woods isn't certain whether he'll be permitted to give away the bride.

Giveaway Poser Goes Back Decade

Washington, Aug. 23.

Giveaway shows go back at least 10 years. Early in 1940 FCC referred six different money and prize shows to the Dept. of Justice for possible violation of the lottery laws (no action was taken). These shows were "Pot o'Gold." "Mead's Bakery." "Musico and Songo." "Especially for You." "Sears' Grab Bag." and "Dixle Treasure Chest." Three of these programs were telephone giveaways. One required purchase of the sponsor's product. Two required listening to the broadcast. Giveaway shows go back at least years. Early in 1940 FCC re-

to the broadcast.

Since 1940 local giveaway programs have been springing up all over the country but it is only in the last few years that big network jackpot shows have come along. Among the first was "Break the Bank," carried on both ABC and MBS. Later came "Stop the Music" on ABC; "Hit the Jackpot" on CBS; "Take a Number, "Hollywood Calling" and "Sing it again."

In addition, there have been a

wood Calling" and "Sing It again."

In addition, there have been a large number of audience participation shows, such as Ralph Edwards' "Truth or Consequences." which have been on the air for many years. Few of these are believed to be affected by the give-away rules which ban programs requiring listening or viewing, answering the telephone, or buying the sponsor's product.

Point at Issue

Continued from page 33

provision, he said, and its failure to do so was intentional, as empha-sized by the care in which author-ity is given the Commission to prerules to carry out provisions.

"Congress intended the Commission to have power to issue rules and regulations with respect to matters intimately related to the operation of radio stations." Bromley argued, "and it carefully and specifically granted and limited that power. Its silence with respect to the right of the Commission to issue regulations under Section 316 convincingly corroborates the conclusion that Congress recognized the inappropriateness of conferring upon an administrative agency the right to interpret, enforce collaterally and impose additional sanctions and penalties under a criminal statute."

In its order adopting the rules,

In its order adopting the rules, the Commission concluded that the question of its jurisdiction over Section 316 "does not affect the fact that it is an important declarathat it is an important declara-tion of public policy by Congress in the broadcast field." The ma-jority decided "it is under a duty to give effect to such public policy in its licensing functions," and that it must perform this duty "even where other agencies or the courts have concurrent powers which have not been exercised in the par-ticular case before the Commis-

The fact that Section 316 has been reenacted into the Criminal been of Congress to hear from their constituents. Most Senators and Representatives have had little time lately to listen to giveaway programs, even if they were so disposed, and are not very familiar with the programs.

Chicago — WIND is retiring its old auxillary transmitter at Black Oak, Ind. in favor of a new 5 kw, to be built in 60 days on the same site. Oldie had been serving since 1933.



ALAN MOWBRAY "HOLLYWOOD in 3 DIMENSIONS"

"HOLLYWOOD in 3 DIMENSIONS"
VARIETY Says:
"As an example of the type of video shows Hollywood might coperate with, broadcasters cite specifically Hollywood in Three Dimensions, now aired via KTTV on the Coast. That program's interviews with stars, behind-the-scenes film clips, etc., could form a good blueprint for the film companies' entry into TV."

A MAIL BOYD, Television, Package

A MAL BOYD Television Package in collaboration with ROBERT JOSEPH.

FCC 'Too Late' On Giveaways?

Did the FCC walt too long to take action on the giveaways?

There's a body of opinion here There's a body of oplnion hereand some of it is inside the
agency—which thinks it did. It's
argued there would have been
much greater acceptance of the ban
if it had come last fall, shortly
after oral arguments were held on
the rules, when the number of giveaway shows on the air was relatively few and there was none on television

But now, just as predicted by those who had favored the ban, a those who had tayored the ban, a rash of shows has developed to combat competition. The networks, stations, program producers, agen-cies and advertisers have made commitments. It's not so easy to "stop the music" as it was last year. The giveaways have become year. The giveaways have become the biggest audience shows on

FCC first announced its proposed FCC first announced its proposed rules on lotteries on Aug. 5, 1948. It held oral arguments Oct. 19. Since then, the Commission just "couldn't make up its mind." For a while, the agency seemed content to have the idea get out that action was imminent, but it was hesitant to take the plunge. Meanwhile, the industry worried less and less about FCC cracking down and got busy producing shows.

What seems to have stirred the

What seems to have stirred the agency to action were the recent hearings before the Senate Committee on Interstate & Foreign Commerce on the nomination of Edward Webster for a second term on the Commission. Relentless on the Commission. Relentless cuestioning by Senator Charles W. Tobey (R.-N. H.), while directed at Webster, involved FCC operations and policies generally. Tobey told reporters he wanted to throw "the fear of God" into the agency.

fear of God" into the agency.
Shortly after Webster's confirmation, the Commission, after reportedly vacillating on what to do about the G. A. Richards case, surprisedly voted to hold hearings on both the proposal to transfer the three 50 kw stations to a group of trustees and to look into charges of news slanting. It was whispered at that time the giveaway rules would be next.

'Include Us Out': Canada

The FCC rulings on radio jack-pot giveaways will have no repercussions in Canada. While Canuck listeners may enjoy listening to such U. S. programs, there are no giveaway shows on the three national networks of the Canadian Broadcasting Corp. "That should be a fair indication of what our executive thinks of them," said Ernest M. Bushnell, CBC program director. director.

Giveaway programs have been strictly controlled in Canada and no action, comparable to that of the FCC, is expected.

Web-By-Web Breakdown

Following is a web-by-web breakdown of the giveaway programs currently on the air or returning in the fall. This list includes all shows coming under the FCC decision, which drew no clear line between studio participation giveaways and those involving home listeners through the use of the telephone. Latter type of shows, listeners through the use of the telephone. Latter type of shows, which are concededly more vulnerable to the FCC ban, are marked with an asterisk.

Betty Crocker Magazine of the Air 20 (Mon. thru Fri.) General Mills Bristol-Myers 30 Bristol-Myers 30 Bristol-Myers 30 Bristol-Myers 30 Bristol-Myers 30 Sustaining 30 Sustaining 30 Sustaining 30 Sustaining 30 Greakfast in Hollywood 30 Sustaining 30 Sustaining 30 Sustaining 30 Sustaining 30 Globel or Nothing 30 Globel Or Nothing 30 Grake it Or Leave It 30 Globel Or Nothing 30 Gate It Or Leave It 30 Globel Or Nothing 30 Gate It Or Leave It 30 Globel Or Nothing 3	Program	Mins.	
Betty Crocker Magazine of the Air 20 (Mon. thru Fri.) General Mills Bristol-Myers Johnny Olsen's Get-Together Kate Smith Calls 30 Bristol-Myers Sustaining Sustaining Sustaining Sustaining Add a Line 25 Revere Revere Revere Grade Mon. thru Fri.) Sustaining Add a Line 30 Sustaining Sustaining Sustaining Add a Line 30 Sustaining Sustaining Sustaining Grade Add a Line 30 Government Sustaining Sustaining Sustaining Add a Line 30 Government Sustaining Sustaining Sustaining Add a Line 30 Sustaining Sustaining Sustaining Add a Line 30 Sustaining Sustaining Add a Line 30 Sustaining Mon. thru Fri.) Sustaining Add Sustaining Add a Line 30 Sustaining Sustaining Assistance Sustaining Sustaining Sustaining Assistance Sustaining Sustaining Sustaining Mon. thru Fri.) DeSoto-Plyth, Sustaining Assistance Sustaining Mon. thru Fri.) Cont'l Baking Camel Cigarets Mon. thru Fri.) Sustaining Camel Cigarets Mon. thru Fri.) Cont'l Baking Camel Cigarets Mon. thru Fri.)	Stop the Music	60	Old Gold, Speidel, Eversharp
the Air	Betty Crocker Magazine of		•
Break the Bank		20	(Mon. thru Fri.) General Mills
Johnny Olsen's Get-Together	Break the Bank	30	Bristol-Myers
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Name the Movie 25	Kate Smith Calls	105	Sustaining
Chance of a Lifetime 30 Add a Line 30		25	Revere
Add a Line 30 Sustaining reakfast In Hollywood 30 (Mon. thru Fri.) Sustaining gride and Groom 30 (Mon. thru Fri.) Sterling Drug ay Stewart's Fun Fair 30 (Mon. thru Fri.) Sterling Drug Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Mon. thru Fri.) DeSoto-Plyth Sustaining Sustaining Sustaining Sustaining Mon. thru Fri.) DeSoto-Plyth Sustaining Sustaining Mon. thru Fri.) Cont'l Baking Mon. thru Fri.) Cont'l Baking Mon. thru Fri.) Sustaining Sustaining Mon.			Sustaining
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CBS CBS	adles Be Seated		Sustaining
Hit the Jackpot			Sustaining.
Sing It Again 60 Sustaining Spin to Win 60 Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Camel Clgarets (Mon. thru Fri.) Sustaining Camel Clgarets (Mon. thru Fri.) Sustaining NBC Mon. thru Fri.) Sustaining NBC Mon. thru Fri.) Sustaining Camel Clgarets (Mon. thru Fri.) Sustaining NBC Mon. thru Fri.) Sustaining Camel Clgarets (Mon. thru Fri.) Sustaining Camel Clgarets (Mon. thru Fri.) Sustaining Camel Clgarets (Mon. thru Fri.) Coope Mars, Inc. Miles Laboratories (Mon. thru Fri.) Cmpb'l Soups Eversharp (Sept. 20) Eversharp (Sept. 20) Eversharp (Sept. 20) Mars (Mon. thru Fri.) Coope Mars (Mon. thru Fri.) Coope Mars (Mon. thru Fri.) Coope (Mon. thru Fri.)	9		
Spin to Win	Hit the Jackpot		
Mon. thru Fri. Cont'l Baking	Sing It Again		Sustaining
Camel Cigarets Cigarets	Spin to Win	60	Sustaining
Mon. thru Fri. Sustaining	rand Slam		
Toni	lob Hawk Show	30	Camel Cigarets
A	inner Take All	30	(Mon. thru Fri.) Sustaining
eat the Clock 25 (Mon. thru Fri.) Sustaining NBC Hollywood Calling 60 Gruen Watch (30 mins.) Procter & Gamble Mars, Inc. Miles Laboratories Mon. thru Fri.) Cmpb'l Soups Mars, Inc. Miles Laboratories Mon. thru Fri.) Cmpb'l Soups Eversharp (Sept. 11) Raleigh Cigarets (Sept. 20) MBS Queen For a Day 36 Fell Your Neighbor 15 Ian You Top This 30 Meet Your Match 30 Man On the Farm 30 Jang For Your Supper 30 Man On the Farm 30 Go Questions 30 Go Questions 30 Go Questions 30 Gruen Watch (30 mins.) Gruen Watch (30 mins.) Mars Inc. Miles Laboratories Mon. thru Fri.) Co-op Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Sustaining Ronson	ive and Take	30	
NBC Gruen Watch (30 mins.)	eat the Clock	25	
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Tuth Or Consequences 30			Gruen Watch (30 mine)
Nr. Q			
Nouhle Or Nothing 30			Miles I shorstonies
Cake It Or Leave It 30			(Mon thru Fri) Cmph'l Cours
Raleigh Cigarets (Sept. 20) MBS Philip Morris-Miles (Mon. thru Fri.) Co-op			
MBS Philip Morris-Miles			Poloigh Cigarete (Cont. 20)
Queen For a Day			Raieigh Cigarets (Sept. 20)
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cell Your Neighbor 15 (Mon. thru Fri.) Co-op can You Top This 30 Sustaining deet Your Match 30 Sustaining ding For Your Supper 30 Sustaining dan On the Farm 30 Sustaining True Or False 30 Sustaining 0 Questions 30 Ronson	Queen For a Day	30	
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Ing For Your Supper 30 Sustaining Jan On the Farm 30 Sustaining True Or False 30 Sustaining 0 Questions 30 Ronson	Meet Your Match	30	Sustaining
Man On the Farm 30 Sustaining Frue Or False 30 Sustaining 0 Questions 30 Ronson	ing For Your Supper	30	
True Or False 30 Sustaining 0 Questions 30 Ronson	dan On the Farm	30	
0 Questions		30	
			O. D. Tobacco

Giveaway Fight Lines Drawn

whose chief source of worry was how to avoid conflicts, have, pariticularly in the past year, found lean pickings, going many weeks at a stretch without engagements. Similarly among the writing fra-ternity, job chances have been growing increasingly slim.

growing increasingly slim.

While the court test of the FCC action may be a time-consuming factor and not hit the current shows for perhaps another year, nevertheless it's held a cinch that sponsors will be more wary of taking them on. It's considered a foregone conclusion too, that any of the package boys having additional giveaway product to peddle might just as well toss them into the ash can.

Shows to Go On

Washington, Aug. 23. Now that the FCC has finally decided to ban the giveaways, it's pretty generally agreed here that long-drawn-out court battle is ahead. The Commission has let it be known it will welcome a court test. The industry will be glad to accommodate it. In the meantime, the shows are likely to continue.

the shows are likely to continue. How long it will take for the question to be decided will depend on whether a test is based on Commission action to enforce the rules after they take effect Oct. 1. If a test is made following FCC refusal to deny license renewal to a station broadcasting giveaways, it is expected it will take at least a year. However, if a stay order can be obtained in court before the FCC takes action against an offending station, it is believed the issue can be decided in perhaps nine months. While the Commission rules were

be decided in perhaps nine months.
While the Commission rules were generally believed to knock out the big jackpot shows, it was expected that many of the audience participation programs would not be affected. Whether a particular program violates the lottery laws, as interpreted by the FCC, will depend on the facts of each case. However, the agency set up the following criteria by which radio and television stations may determine the legality of programs in which the elements of prize and chance are present:

(1) If the winner is required to

by a sponsor of a program broad-cast on the station in question.
(2) If the winner is required to be listening to or viewing the pro-

be listening to or viewing the program on a radio or television receiver.

(3) If the winner is required to

(3) If the winner is required to answer correctly a question, the answer to which is given on a program broadcast over the station or where aid in answering the question correctly is given on a program broadcast over the station. If the question to be answered is given on a previous program of the staon a previous program of the sta-tion it will be considered an aid in

tion it will be considered an aid in answering.

(4) If the winner is required to answer the telephone in a prescribed manner or with a prescribed phrase, or is required to write a letter in a prescribed manner or containing a prescribed phrase, if the manner of answering the phone or writing the letter has been broadcast over the station.

Consideration Present
One of the conditions frequently

regarded as necessary for a lottery
—the element of "consideration"— —the element of "consideration"—
was considered by the Commission
in the light of the peculiar nature
of broadcasting. The majority
opinion thought that in those programs barred by the rules a conopinion thought that in those programs barred by the rules a consideration "of some form" is present. This, it indicated, would be true in programs in which the participant must furnish a boxtop or buy the sponsor's product.

First reaction to the Commission

rist reaction to the Commission action came from the National Assn. of Broadcasters, whose prexy. Justin Miller, took issue with the agency's authority to promulgate the rules. Miller emphasized he was the rules. Miller emphasized he was taking no position on the merits of glveaway programs from the standpoint of "good" or "bad" radlo. He pointed out also that the NAB code discourages broadcasting of programs designed "to buy" the audience by offering inducements of reward rather than quality of entertainment as the incentive to listen.

program violates the lottery laws, as interpreted by the FCC, will depend on the facts of each case. However, the agency set up the following criteria by which radio and television stations may determine the legality of programs in which the elements of prize and chance are present:

(1) If the winner is required to furnish any money or thing of value or is required to have in his possession any product sold, manufactured, furnished or distributed surfactured, furnished or distributed surfactured by the Constitution."

Tele Follow-Up Comment

sion has been so marked as to cause comment.

The show is better since Garroway has been pointed away from those silly comedy sight tags he was using to close with and so long as he remains just the informal interlocutor his value will hold and grow. At present the troupe misses the team of ballet dancers it formerly included, particularly the boy who was outstanding with his turns, and the planiste who delivers a good lyric and stands out when she has a number like "Bring Her Along, She Plays."

The talent on the show is not spectacular but it's good and it's consistent. Viewers also have to like the way the troupe gets into and out of numbers and that, of course, is production. The background of script, music, camera work, and direction drip with perspiration—but it's worth it.

A recent trend for this Sunday night half hour has been the in-

work, and direction drip with perspiration—but it's worth it.

A recent trend for this Sunday night half hour has been the inclusion of one guest down next to closing. If it is to be continued, however, some new device will have to be launched for introducing the visitors. Garroway has now ignored, in turn the visible but silent Duke Ellington, Buddy Ebsen and Henry Morgan. And who except Morgan would fly to Chicago for a two-word gag?

Probably the most ambitious number the show has attempted was "Rhapsody for Camera and Orchestra." It was well done although the emphasis was on the wrong half. Boiled down, it summed into merely a montage of dollyup and pullaway shots of the instrumentation with special lighting on some of the musicians. Not one shot it included was as striking as a view practically thrown away on a previous program when

There no longer is much doubt that from a production standpoint the Garroway show is the top revue current in TV circles. There are more than a couple of reasons: One is that despite the casual atmosphere for which it strives the originating studio is obviously throwing into it every resourse at its command, its people are young nice looking and capable, and NBC is bringing this Chicago presentation east with the sharpness of artiching. This clarity of transmission has been so marked as to cause comment.

The show is better since Garroway has been pointed away from whose silly comedy sight tags he was using to close with and so long as he remains just the infor-

John Cameron Swayze seems to be deferring to the guests on "Who Said That?." which Bob Trout emcess so effectively on NBC, judging by this past Saturday,'s session. It's a pattern which has cropped up not only with this but on other audience quiz shows. Herbert Bayard Swope was the doyen and dean so deferred to, but he took it modestly and good-humoredly. That didn't estop Inez Robb from getting in her innings, and ditto Abe Burrows whose "Gallagher and Shean" doggered was certainly a change of pace. "Said That?" has become the "Information Please" of video, and one of the better things on TV.

Morey Amsterdam's intensive desire to punch over a succession of toppers apparently didn't rest well with "the girls" whom he "met" Sunday night over NBC as he apparently was too loquacious for a quintet of femmes who usually know how to take good care of themselves regardless. They're as rapier-witted as they're videogenic but femmeece Maggi McNellis along with her usual triumvirate. Eloise McElhone, Florence Pritchett and Robin Chandler, plus guester Maxime Barrett, apparently couldn't talk fast enough for the peppery comedian. Meredith Willson's endeavors for "something different" are beginning to project on his Jello show Sundays. The Steinwaying with the (Continued on page 42)

SMALL TIME With Danny Webb, of Director: Ray Barrett 30 Mins., Sat., 5 p.m. WPIX, N. Y.

"Small Time" is a juvenile edition of Arthur Godfrey's "Talent Scouts" without the benefit of a personality like Godfrey. Danny Webb, who handles a number of juve shows on that station, talks to a small-fry who wants to exhibit a youngster who has talent, and then the child performs. An applause meter has the final say on who gets the award.

Initial edition of the show appeared somewhat stilted. Although there was evidence that Webb tried to make the conversation between himself and the "agent" interesting by some pre-arranged gab, sparkle failed to come off. Talent was on par with the general run of kid shows.

Unfortunately, on the preen

inusic, etc. Meaning that musical many control of the camera is not.

John Cameron Swayze seems to be deferring to the guests on "Who be deferring to the guests on "Who had the staid That?" which Bob Trout emeres so effectively on NBC, judging by this past Saturday, 's session. The silent version was no improvement.

"Small Time" is exactly that in more than one way. Aside from ordering a put the seed of the protection of the state of the state of the standard of the standard state of the standard stan

Pepsi-Cola Film Shorts

repsi-Cola has completed a series of tele shorts for spots on video stations. Films were made in Phoenix, Ariz., last month featuring Louise Hyde, with animation and sound to be added in the east. Total of 10 spots were made under direction of Edward D. Flynn, tele director for the George R. Nelson agency, Schenectady, in coperation with Albert J. Goetz. Incharge of advertising for Pepsi-Cola.

FARM CONSERVATION DEMONSTRATION
STRATION
With Bill Givens, Guests
Supervisor: Givens
Directors: Duff Browne, Stone
6 Hrs., Tues (16), 8 a.m.
Sustaining
WRGB-TV, Schenectady
Television history is believed to have been written with a six-and-ataken been six and ataken been s

Sustaining
WRGB-TV. Schenectady
Television history is believed to
have been written with a six-and-aquarter-hour pickup by WRGB's
mobile unit of a massive conservation demonstration on a dairy
farm near Adams, Mass. as part of
Berkshire County Farmers Field
Day. At signoff, emcee Bill Givens
said it was the first time video had
brought such an official far-scale
demonstration into viewers' homes.
Tired but happy, he used phrases
like exhibition of "agricultural
monstering might" in wrapping up
telecast and tabbing technical
crew. Givens might be pardoned
for hyperbole; he had emceed the
most ambitious remote the pioneer
General Electric outlet ever undertook, and had come through solidly, despite numerous rough spots.
Program knocked off at noon after
an 8 a.m. check-in and came back
at 2:10 p.m., station filling with
farm films.

No one knows, of course, how
many viewers watched part or all
of the often absorbing if marathon
educational. One of guest speakers—they included American and
Canadian officials — commented,
"You folks are attracting as much
erowd with your telecast as the
operation itself."

Dr. Hugh Bennett, highly articulate chief speaker of U. S. Soil
Conservation Service, in an interview stressed that erosion control
was "an educational problem."
which must be 'taught in our
schools from kindergarten up to
post graduate—it must start with
children—we are losing about
500,000 acres of good land each
year through easily controllable
erosion; it must be stopped—no
nation can stand it." Cameras
picked up a remarkable exhibition of rock removal by
buildozers. Givens expressed
proper enthusiasm for machines
and the artistry of their handlers;
interviews gave manufacturers'
representatives an opportunity for
sweeping plugs.

Demonstration by graders of
creation of a farm pond and demoreliation of woodlead each

can stand it." Cameras picked up a remarkable exhibition of rock removal by buildozers. Givens expressed proper enthusiasm for machines and the artistry of their handlers; interviews gave manufacturers; representatives an opportunity for sweeping plugs.

Demonstration by graders of creation of a farm pond and demolition of woodland comprised other highlights; also opening ceremony.

Jaco.

WBKB. Chicago

Bucking one of the toughest TV shows in this area ("Kukla, Fran and Ollie" on WNBQ), producer Tom O'Brien has combined ventri-loquism, comic strips and kid stunts to an attractive package for the under-10-years bracket. The hubby-does a stimulating job of amusing kid guests with an ant-sized variety show, main purpose of which is to plug the sponsor's comic strips.

Main feature is the reading of Continued on

"To the Ladies" provides a more entertaining twist to a strictly femme program that the general run of shows of this type. In between discourses on fashions, food, how-to, sports and femme accomplishments, song relief is provided by Harvey Harding accompanying himself at the piano. Since there are so many subdivisions in this show, Harding has lots to do, thus forcing the purposes of the show to stay in the background.

Generally, the program attempts

background.

Generally, the program attempts more than it can handle effectively. There are brief demonstrations, for example, of how to knit a beaded bag, or how to whip up a cooling non-alcoholic drink. With Harding taking all that time, there's hardly sufficient time for exposition. Sarah Palfrey, the tennis player, conducts an interview session, with initial guest being flier Marjorie Davis. Shirley Spencer, of the N. Y. Daily News staff discourses om graphology and models parade some of the new modes. Generally, there's something for virtually every type housewife on this show.

Production and photography

Production and photography aren't too imaginative except for the idea of breaking up the strictly femme gab with song sessions.

COMIC CAPERS
With Don and Vera Ward
Director: Jean Gendron
Producer: Tom O'Brien
15 Mins., Mon.-thru-Fri., 6 p.m.
SUN-THES
WBKB, Chicago

when Television comes what happens to radio?

> Do television owners turn on the radio when there are no television programs? Do they continue to listen to top radio programs? Do women stop their housework to look at television? You will get a quick picture of what has happened to the radio-TV picture in New York—and is happening fast all over the country— from an analysis just prepared by the Du Mont Research Department. You ought to know the facts before you make up next year's advertising budget. A note or a phone call will bring them. Remember - Du Mont is the one television network that cares to release these facts, because Du Mont is exclusively in television.



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BEULAH With Hattie McDaniel, Mary Jane Croft, Hugh Studebaker, Henry Blair, Ernest Whitman, Ruby Dandridge; Marvin Miller, an-

Croft, Hugh Studebaker, Henry Blair, Ernest Whitman, Ruby Dandridge; Marvin Miller, announcer Writers: Bill Freedman. Herb Finn. Sol Saks, Arthur Julian, Howard Leeds, Sherwood Schwartz Producer: Tom McKnight 15 Mins; Mon. thru Fri., 7 p.m. PROCTER & GAMBLE CBS, from Hollwood Dancer, Fitzgerald & Sample) Returning from its summer layoff, the "Beulah" comedy series is settling down on the CBS network with all of its former ingredients intact. It will have no trouble in reestablishing its grip on dialers who have cottened to this show in past seasons. This show, however, has little in the way of novelty. The flock of scripters are evidently prefabricating the laughs out of ready-made gags and mall-order situations. But the timing is good and the yocks, judging from the studio audience, are planted accurately to explode every half-minute. Hattie McDafiel is back in the familiar role of a domestic in the Henderson family. Reenforcing the racial stereotypes, all the Negro-characters in this show are clownish, while the whites are patronizingly sympathetic. Within the framework of this cliche, the script is otherwise innocuous. Story line on the opening show (22) indicated that Beulah is to be saddled with her cousin's six-month's old baby for some time.

Plugs for the Procter & Gamble soap products were slanted for the fermiers with a friendly the first of the formers with a friendly the first of the first of the formers with a friendly the first of the fir

Plugs for time.
Plugs for the Procter & Gamble soap products were slanted for the femmes with a friendly tone and a scientific pitch.

Herm.

RELIGIOUS RADIO NOW
With Dr. Everett C. Parker
30 Mins.; Sun., 10 a.m.
Sustaining
CBS, from Chicago
Aired by the University of Chicago workshop, this show presented
a full summary of the activities and
aims of the Protestant Radio Commission. It made an interesting
contrast between the narrow approach of the bible-belt broadcasting evangelists and the PRC's general plan to promote enlightened
and tolerant thinking. Dr. Everett
C. Parker, director of the Commission, gave the details of how his
'organization operates on the air.
Most interesting features of this
program were a couple of guests
from abroad who spoke simply on
the meaning of religion. One was
a Japanese woman who lived
through the American bomblings of
Tokyo and the other was a converted head-hunter from the Solomon Islands. Both gave evidence
of the humanizing influence of
their religious ideas. He/m.

Worester — Barbara Jones, WTAG and WTAG-FM transcription supervisor of four years' disking, has left to join new Greenville, S. C., WMUU.

CHARLIE STARKE MUSIC SHOPPE Producer: Joe Tery 120 Mins.; Mon.-thru-Sat., 10 a.m.

Producer: Joe Tery
120 Mins: Mon.-thru-Sat., 10 a.m.
Participating
WINS, N. Y.
Due to swing into its third year
on the air in October, the Charlie
Starke Music Shoppe caters to late
morning listeners who scorn the
hotter forms of modern music. For
purposes of classification, Starke
divides his two hours of time into
a half-dozen "booths." These range
from Latin American rhythms to
"Memory Lane" songs.
Judging by one of the "Music
Shoppe" sessions caught last week,
this platter program is considerably less irritating than some of
its contemporaries. Starke stresses
"easy listening" and in keeping
with that objective reads the blurbs
in a style commensurate with the
show's general tone. Withal, it's
one of those airers that a dialer
can take or pass by with equal
adeptness.

BOMB THAT FELL ON AMERICA
With WGLN Players
Directors: Carroll Hunter, Jessica
White
Producer: Bill Crowe
60 Mins., Sun., 8 p.m.
Sustaining
WGLN, Glens Falls, N. Y.
Northern New York 250-watter,
and Carroll Hunter and Jessica
White. can hold their heads high
after this ambitious dramatization
of Herman Hagedorn's powerful
narrative poem, broadcast on the
fourth anniversary of the bombing
of Hiroshima. He gave special
permission to air it. Miss Hunter,
formerly on editorial staff of
Charm. and Miss White do a women's show via WGLN. Program
was announced as one of a fail
series to be presented by the
WGLN Players.
Hour's broadcast had rough spots
and upnegation monate but total

WGLN Players.

Hour's broadcast had rough spots and uncertain moments, but total effect was startling. Combination of theme, writing and narration, represented radio at its loftiest. Call for a renascence of belief by 135,000,000 Americans in the human soul created by God, in the face of the atom or any other bomb, struck an imperative note. Sound effects generally were

bomb, struck an imperative note.

Sound effects generally were rather good, although not perfect. Opening narration, by alternating feminine voices, was smoothly, movingly handled. Sequence in which a "modern man" attempts to argue ability to function without God's guidance, while explosions puncture the dialectics, came off very well.

off very well.

Frank Mullin, Kay Oakeson, Bill
Crowe, Sidney Rosoff and Earl
Charland were featured, with Miss
Hunter and Miss White. Dorothy
Beckwith, Bob Murphy, Harriet
Boyle and Pauline Rhinelanders
were others listed, along with Lou
Tlnney as studio engineer in charge
of special music and sound effects.

Jaco.



A 9.0 Hooper rating! The show: "Meeting Time With Sam Workman." The time: 10:00 to 10:15 a.m. across the board (preceding Godfrey). The station: 50,000-watt WRVA. Available to the timebuyer who reaches Radio Sales first.

Radio Followup

Al Joison's exploitation whirl to launch his "Joison Sings Again" included marathon personals with the N. Y. disk jocks, and in his authoritative informal manner he philosophized and also told the platter chatterer's confreres how he rated them. For instance, on a stint with Ted Husing the star observed that Art Ford and Rayburn & Finch, both WNEW, impressed him as hep, young, personable and showmanly. He took Hushng's showmanship for granted as was evidenced by Jolson's palaver with the WMGM record impresario. Part of the philosophy, in relation to show biz nostalgia, was Jolie's question, "What does time and a clock mean, excepting maybe it would leave you disk jockeys stuck when it comes to announcing it's now 9.30 a.m. by courtesy of B-u-l-o-v-a." He wondered that if there were no such thing as a calendar, the following might come to pass: "You'd look at yourself in the mirror and that wrinkle you might say, 'My, hasn't my dimple become more accentuated." Or, let's say you notice a gray hair, and you'd say, 'Doesn't that touch of white make my curls look softer." Jolson discoursed on why he hates radio scripts, and proved his point with a glib ad lib manner of bright chitchat. The does not be to the completers on the Loew circuit, his radio DJ personals, and the like, he evidenced himself a natural bailyhooist. philosophized and also told the platter chatterer's confreres how

Tex and Jinx show Sunday had an extraordinary presentation with the "man of the week" salute to Bernard Baruch. It was showmanly, hep and adult, intersplicing a variety of vignettes and anecdota by Mrs. Eleanor Roosevelt, John Golden, Billy Rose and Baruch himself. All taped, it was a skillfully blended pot-pourri. Golden recalled how Baruch almost got into show business, and Rose, one-time secretary to Baruch, dwelt on the wisdom of his counsel. . . . On the subject of Mr. & Mrs. teams, the Richard Kollmars (Dorothy Kilgallen) are doing a tiptop job via taped travelogs of their current hegira through Italy. The "Dorothy & Dick" show evidences they're as graphic audio reporters as, for instance, have been two of their colleagues on the N. Y, metropolitan press—Earl Wilson and Louis Sobol. The Post columnist did some of his best reportage via his recent European o.o., and Sobol got a new slant on Hollywood, with a hep Broadway approach, that's different. And so with the Kollmars, who don't Cook's Tour, but got a new slant on Hollywood, with a hep Broadway approach, that's different. And so with the Koll-mars, who don't Cook's Tour, but give it a folksy yet sophisticated approach as they meander through the Italian treasuries of art and tore.

Basic malady of radio comedy, Basic malady of radio comedy, according to Abe Burrows, is the disposition of gag writers and comics to undersell the intelligence of their audiences. Guesting on Gilbert Seldes' "America's Funnybone" airer on WNEW, N. Y., Thursday night (18), Burrows ripped the double standard of some comics who privately enjoy an adult brand of humor while publicly retailing the tired cliches to dialers. to dialers.

From week to week, this airer continues to present a trenchantly entertaining analysis of American humor. Seldes has a sharp and discriminating taste and never commits the sin of talking down. Sample comment from this airer reveals his wry approach: "The amount of time and money spent on radio comedy is, to coin a phrase, no laughing matter, Two tragic sights you can see any day along radio row; a gag writer when the comedian doesn't like his joke and a comedian when the sponsor doesn't like his liooperating."

Abbey Albert is doing a marathon pickup from New York's Village Barn nitery in a manner that reminds of the 3 Suns' intensive broadcasting which did so much to build them up. Albert has a sparkling pianologistic style, which is ear-arresting and soothing, this choice of dansapation and manner of arrangement are tiptop terpstering, and should get him fast attention.

KLZ. Denver program director, and more recently of Hollywood, has returned to Denver. Currently he's playing a six-a-week piano and chatter 15 minute strip heard mornings on KLZ called "The Pete Smythe Show." - Pete Smythe, former

CHICK MORRIS 15 Mins.; Mon.-thru-Fri., 11:15 p.m. Sustaining WBZ, Boston

As special events director at WBZ Chick Morris gets around. The other night (he usually follows the 11 p.m. news roundups) he jumped in on the play on Shirley May France, hopeful Channel swimmer, and went down to Som-erset, Mass., to pick up local color.

swimmer, and went do solving serset, Mass., to pick up local color. With his portable recording gadget he first caught the 17-year-old's ma, a pert woman who knocked off work at the factory that employs her to tell of her daughter's background. Next he got her two sisters, 12 and nine, who spoke up brightly and entertainingly. Then the proprietor of the variety store, and finally the firemen sitting in front of their station. He topped it all off with a re-broadcast of a BBC interview with Miss France picked off the air. Quick-witted, on the spot interviewer, who doesn't miss a trick in this area, Morris made it a sock human interest narrative, managing to get all his subjects to loosen up and chat rative, managing to get all his subjects to loosen up and chat easily and naturally. Elie.

SAMMY WATKINS ORCHESTRA 30 Mins., Mon.-thru-Sat., 11:15 p.m. EVA EGGLESTON PERFUME SHOP

WOKO, Albany

A sample of the entertainment on tap in Saratoga during the racing season is Sammy Watkins' music from Piping Rock, which hit music from Piping Rock, which hit its air stride on final night of the first week. That broadcast came the closest, of four stanzas heard, to the smooth Watkins entertainment of long ago from the Kenmore Hotel in Albany, via WGY, Schenectady. Lively and rhythmlc, it constituted one of the most sustained half-heurs of dance band stuff caught hereabouts in some time. Rough spots still existed, but the ail-over effect represented a distinct improvement over previous shots.

Watkins expertly mixes sweet

vious shots.

Watkins expertly mixes sweet music with bounce and rhumba, last named coming to fore on Saturday outing. Trumpet and saxophone are standout. Soloist Nancy Nesbitt is good. Gene O'Haire, Jr., newcomer to radio, sounded promising on a final studio commercial one night.

Jaco.

TELLE-KID QUIZ With Bruce Eliot, Dan McCullough 30 Mins., Sat., 9:30 a.m. MERIT CARD CO. WOR, New York

MERIT CARD CO.

WOR, New York

Designed for juves under 16 years, Telle-Kid Qulz adds up to a low-budget giveaway with "Uncle Don" overtones. Question and answers show, conducted via a two-way phone conversation, is supplemented by some idle chitchat between quizmaster Bruce Eliot and the youthful contestants. Categorized into various age groups, the questions are basically simple with Eliot giving the kids enough time to get answers from their parents, in not in the know themselves.

In addition to answering an initial poser, each contestant is given a chance at a miniature jackpot. With only 30 seconds of thinking time allowed, even the parents have difficulty getting the answer to the prize puzzler. Eliot, however, could use a little more discretion in his choice of questions. Asking a five-year-old, "what fictional character slept for 20 years?" is unquestionably overestimating the kid's ability and as was the case on the program left the entire problem in the hands of his mother.

CONDUCTORS' SHOWCASE
With David Brockman and syr
Sandy Becker, announcer
Producer: James Fassett
Director: Oliver Daniel
60 Mins., Wed., 9 p.m.
Sustaining
CBS, from N.Y.

CBS has come up with a most commendable idea—to give quaiified U. S. composer and arrangers a chance to present a full hour of their own compositions and arrangements with a full-size orchestra. This is more than the average symphony orchestra does for America's wealth of talent. CBS has picked five nationally known artists in the field of light and popular music, and given them a 48-piece orch and carte blauche in building their programs. Not only is the web thus paying proper respects to David Broekman, Raymond Paige, Robert Russell Benneit, Ray Bloch and Mark Warnow, but coming up with a choice evening of music. of their own compositions and ar-

ing up with a choice evening of music.

Brockman teed off the series Wednesday (17). Novelist, composer arranger and conductor, he showed off his talents to rare advantage. Wisely, to prevent monotony or charge of hogging the act, he offered only three of his compositions, the balance of the hour consisting of Brockman's arrangements of the work of fellow contemporary composers, or of classics. Thus, he offered Youman's "A Great Day," Scott's "Drawing Room," Porter's "Begin the Beguine," "Carousel" Waltz, as well as his arrangements of Mexican tunes, Mozart and opera bits. His arrangements were distinctive and smart, and faithful to the composer, without being too intricate or contrived.

His own compositions sounded.

intricate or contrived.

His own compositions sounded first-rate. These included "Samba of the Orchids," a snappy rhythm number, melodious and catchy; "Intermezzo for a Day in May," a charming, jaunty mood piece, and excerpts from his "Manhattan Fairy Tale" Suite, which is good descriptive music in jazz vein. The expert orch CBS provided Broekman helped make a superior program. Only flaw was the announcer's pronunciation of the selections, his dropping of his voice towards the end of a title leaving something to be desired. Bron.

YOUR GOOD FAIRY With Ellen Fay Writer: Miss Fay 30 Mins., Sat., 9 a.m. Sustaining WROW, Albany

Small children constitute the principal audience for this program, presented by a State Teachers College senior. Choice of material and style of narration are properly geared to that level-it is probable some mothers may listen with their youngsters. Mail response is reported good. The tabbing of birthdays and messages for individual tots make an effective hook.

Miss Fay spins the stories, straight and "sound," with a degree of skill. From an adult vlewpoint, program is slightly noisy, but in the children's world of fantasy and make-believe this has a natural place. Certain of the tales—many concern animals—have a fearsome tenor but that, too, presumably is part of child iore. Transcribed musical selections — one heard seemed to carry narration by Don Wilson—and a poem, round out the 30 mlnutes. Miss Fay commendably starts the show with the saying of grace. She possesses a pleasing radio personality. Jaco.



"Well, on the next trip it'll either have to be stronger oars or less Wheaties."

Inside Television

Underlining the trouble that may be encountered by television producers in adapting w.k. works was the casting job faced by Mort Millman, producer for ABC-TV on the upcoming "L'il Abner" show. Because of the preconceived notions of viewers as to what the characters should look like, Millman at first attempted to find actors who would look as though they had stepped directly out of the Al Capp comic strip. He later decided, however, that it was more necessary that the actors have the subtler qualities of walking and talking like the cartoon characters, since the public has acquired a feeling for such things based on watching the strip for years.

Millman finally completed his casting of the four main characters.

on watching the strip for years.

Millman finally completed his casting of the four main characters last week, setting Craig Shepard as "Abner"; Judy Bourne as "Daisy Mae"; Bobby Barry as "Pappy Yokum," and Agnes Scott Yost as "Mammy." Producer said, however, he will keep looking for even better characters until the show takes the air early this fall. Ezra Stone will direct, with Arnold Horwitt and Lee Rogow handling the adaptation. Special score, including a theme for each of the four main characters, has been written by Bernard Green, who will conduct the orch. Capp himself is taking an active part in the production as consultant and adviser.

New television transmitting antenna designed to provide higher power, greater power gain and directional effects was put on the market this week by RCA, with the first one delivered to WNBT, Columbus, O. Antenna comprises dipole and screen combination units, which achieve flexibility through the many possible arrangements. Each unit can serve an area extending from the tower in the form of a quarter-circle. By mounting one, two, three or four dipole and screen combinations on as many sides of the tower, the broadcaster reportedly can obtain a directional pattern from a quarter-circle to all-directional coverage. New units can be tuned for use in both the high and low frequency portions of the current TV channels.

Pointing up Canada's increased interest in television, the Canadian Radio Yearbook will carry a video section for the first time in the 1949-50 edition. Andrew N. McLellan, TV director of Canada's Academy of Radio Arts, has been named to edit the section. Year-book is published by T. J. Wheeler. McLellan will also conduct the Academy's second TV study course, which tees off in Toronto in October.

ECA Films Set for TV

Four single-reel films turned out by the Economic Cooperation Administration will preem individually over all N. Y. television stations this weekend in a plan set up among the webs by ABC-TV film chief Nat Fowler. While the other stations have not selected their time spots, WJZ-TV and the ABC eastern web will screen "One Piece of Coal," Sunday night (28) from 9 to 9:15. 9:15.

Films are to be rotated so that each station will eventually have played all four. Other titles are "Hidden Treasure," "Railroads" and "Life Must Go On."

Cincy's 30,000 Sets

Cincinnati, Aug. 23.

TV sets in the WLW-T area as of Aug. 1 numbered 30,000, an increase of 25,600 in the past year, according to a survey by Crosley's research department. Latest figure on installations in the Dayton, O., area served by Crosley's WLW-D, is 11,400, and in Columbus territory reached by Crosley's WLW-C the number of sets is 8,000.

Box Nesbitt, former All-American pro member of the Chicago Bears and a 12-year man on Times-Star stations, did the play reporting for WKRC-TV with Ed Kennedy, staffer, on color.

A breakdown of the 44,540 total in the three areas has 2,569 sets in public places and 41,971 in private homes.

Pro Grid Charity Game Gets 3-Way Pre-Season Tele Spread in Cincy

Cincinnati, Aug. 23.

Tuning up for coverage of Univ. of Cincinnati and Xavier Univ. home football games, Cincy's three video stations lowered the boom on the pre-season charity exhibi-tion tiit Saturday (20) night between the National League's champion Chicago Bears and the Pitts-burgh Steelers at UC's stadium. Video rights were given after the 24,000-seat capacity was sold out early in the day.

Cincy is without representation in pro football and the clash, won 34-0 by the Bears, was a treat for ticket holders as well as for the additional countiess thousands of fans who sat in on the telecasts.

Each of the TV stations had sea-soned sportscasters on the job and they came through with splendid they came the performances.

they came through with splendid performances.

For Crosiey's WLW-T the play description was furnished by Red Thornburgh, veteran staffer. This station is expected to have Al Helfer, now radioing the New York Giants baseball games, on hand for the regular football season. He covered big midwest college games last season for WLW.

Miking on the Scripps-Howard WCPC-TV was done by Dick Bray, dean of local sportscasters and former Big 10 football and basketball official, with Waite Hoyt supplying the color. Hoyt, ex-big league pitcher, has been announcing the Reds' baseball games on local stations for the past nine years and is doing that chore exclusively this season for Burger beer, with outlets on WLW-T and WCPO-TV and WCPO, AM station.

Dick Nesbitt, former Ali-Americans.

Tagging was done by the sta-tions' separate brewery sponsors, Schoenling, Hudepohl and Wiede-

Schwerin, Starch Entries Into TV **Cues Increased Ad Interest in Field**

Entry of both Schwerin Research and Daniel Starch into television last week is believed to emphasize TV's growing stature as an ad medium. Schwerin had heretofore confined his efforts to radio, while Starch had concentrated on researching newspaper and magazine ads.

"audition" tests, have been signed for by Miles Laboratories, American Telephone & Telegraph, and others. Telegraph, and others. American and Schwerin to use its facilities for outside clients.

Starch plans to cover only TV commercials, incorporating many of the techniques used by the outfit in its previous work. Schwerin, on the other hand, will seek audience measurement of both commercials and approximate accordant his ence measurement of both commercials and programs, conducting his testing on both shows already on the air and those still in the planning stage. On the basis of experiments conducted with NBC for the last eight months, Schwerin declared in a press preview of his system Thursday (18) that "for the first time we are able to overcome the reluctance of many national advertisers to enter TV at this stage." stage.'

stage."

Experiments have shown, for example, Schwerin said, that the sequencing of time slots is nowhere near as important in TV as it is in radio. In TV, he emphasized, program quality is the dominant factor. Schwerin also revealed his tests to show that setowners and non-setowners do not react differently to programs; that the increasing popularity of large-screen sets will not be a factor in enjoyment; that the number of viewers per set does not appreciably affect reactions, and that the novelty factor is not important in TV.

Advertisers Sign Up

Researcher disclosed that he has pacted with N3C for a continuing program of "on-the-air" home tests, teeing off tonight (Wcd.) with "Believe it or Not." Testing will utilize the superimposition of numbers on the screen to cue viewers when to note their reactions. Future home tests will be conducted on both sustaining and sponsored shows, with the service open to all webs. Continuing "improvement" tests, both home and studio, and

Schwerin to use its facilities for outside clients.

Starch system is to incorporate a continuing consumer research program on TV commercials covering viewing, attitudes and product acceptance. Starch will not attempt to ascertain whether commercials have resulted in increased or decreased product sales, but advertisers will be able to derive their own conclusions on that question by correlating Starch's results with other tests. First of a series of monthly reports is to be published Sept. 20, covering commercials on the air during August.

Hesearchers are to go info viewer homes with "story boards," on which are a series of stills taken in sequence from the commercial. Respondents identifying the commercial will then be asked for their reactions. Research will be conducted in five or six key cities at the start, with interviews to be divided equally between men and the women. According to Jack Boyle, who will handle the TV testing, charges are to be based on the advertiser's TV activity, with one basic subscription price and an additional charge for each network show and spot commercial covered.

History on Video

The serial radio show that was in first position time and again during its 9 successful years on the air returns next week

ON TELEVISION!

THE O'NEILLS

Are coming to TELEVISION on DUMONT for DUMONT sets

STARTING TUESDAY, AUG. 30th at 9 P.M. EDT

- An ED WOLF Production -

TELEVISION Productions for the Fall:

"BREAK THE BANK" "THE WITCH'S TALE"

(in association with ALONZO DEAN COLE)

"TALENT JACKPOT" "AMERICAN MINSTRELS OF 1950" "THE O'NEILLS"

WOLF ASSOCIATES, INC.

420 Madison Ave., New York

PLaza 5-7620

IT'S A DOG'S LIFE
With Paul Roberts, Marlon Williams, George Henderson, Libby
Barnard, Virginia Byrd, Pat
Hurley, Bill DeWitt, Mimi Lee
Producer-writer: Gene Starbecker
30 Mins., Tues., 9 p.m. (CDT). Sustaining WFBM-TV, Indianapolis

WFBM-TV, Indianapolis

This package represents a good idea for the family audience, especially families that keep or want pets. It dispenses a lot of interesting dope about dogs in an interesting way, starting with a human situation and then switching to it counterpart in canine life. Curtain-raiser opened with a few sarcastic remarks, illustrated, by Paul Roberts, about all the time women waste in beauty parlors. Mimi Lee countered with some sharp barbs on ditto while a man got the works in a barber shop. Scene then dissolved to a dog salon, where a couple of thoroughbreds were being primped by their trainers, one a Scotch terrier, the other a poodle. Roberts interviewed trainers, explaining each step in procedure.

Initial success of show is credit to Gene Starbecker's slick writing and breezy narrating.

speed trainers, explaining each step in procedure. Initial success of show is credit to Gene Starbecker's slick writing and breezy narrating by Roberts, who is WFBM disk jockey. He has a smooth, casual style. Show is now set up for six weekly editions, built around Roberts, second to "deal with problems encountered by the average familty when it goes out to buy a good pup. Dogs, including champ bluebloods and some rare specimens, are supplied through cooperation of Hoosler Kennel Club, International Kennel Club and American Canine Assn. Camera work in opener was okay, although nearer focus might have shown handling of dogs in clearer detail.

Schreiner showed distinct eye-and-separable side with side work in side within an appeal for the distaince via public concession to a tele only notable concession to a tel

the strips, in a sequence that goes the "Uncle Bob" radio series one better by using blown-up slides Before and after, Don Ward shows tricks of magic; converses with Boo, a little hand-dummy rabit that lives in a top hat, and coaxes his junior guests to show off their hobbies and stunts.

There are noticeable faults—
There are noticeable faults—
Ward's style is overly patronizing, Mrs. Ward is too quick to join in with appreciative little shrieks of laughter; lensers tip off the program lags by spotting the kids engaged in conversational asides. However, it's a good kid show, and should draw a steady viewer trade from that age group.

Mart.

Tr'S A DOG'S LIFE
With Paul Roberts, Marlon Williams, George Henderson, Libby Barnard, Virginia Byrd, Pat

SESSIONS WITH ART VAN DAMME QUINTET With Art Van Damme and orch Director: Lewis Gomavitz 15 Mins., Tues.-thru-Fri., 10:15 p.m. irector: 5 Mins., Tues.-th iustaining NNBQ, Chicago

Pop music fans will like this four-a-week series but they can get the same effect from radio. It's another show that just isn't tele-

Ant Van Damme, a superior accordionist, on show caught, paced his four musical mates through a lively series of instrumentals and vocals, while the lens neatly picked up individual shots of the musicians.

Numbers selected showed an earnest effort to please the majority. "Sweet Georgia Brown," "Dark Eyes," "Temptation" and "Embraceable You." Vocalist Claude Schreiner showed distinct eye-andear appeal for the distaff side with his crooning of "You" and "Hucklebuck."

"longhair" bit; the satire on the bandleader whose stick-waving is apparently just part of a not too necessary act; the "single people" and even utilizing Mary McCatty for the commercial plugs, at least nust make him the sponsor's delight.

EVENING FOR FOUR HANDS
With Clifford Shaw, Earle Keller;
Ralph Hansen, announcer
Producer: Bud Witherbee
Director: Dick Jackson
15 Mins., Sat., 7:30 p.m.
WAVE-TV. Louisville
Teaming the talents of Cliff
Shaw and Earle Keller, keyboard
vets, duo piano sesh looks like a
good bet for a regular spot. Numbers are mostly from the operetta
field, and should have wide appeal.
Program caught leed off with an
Introductory spiel by Ralph Hansen, brief and brisk, then four
hands were caught by two cameras
on the keyboards, a neat trick done
oftone by transposing one pic on the
other. It makes a neat opening
shot and is repeated couple times
during the show. Another effect
that registered was an overhead
shot of the individual pianist, made

handed thesping might have gone awry in the hands of a less capable actress but she made the part believable. Betty Furness was fine as the stepdaughter and Peggy McCay made her mark in the smaller role of the daughter. Male parts were well-handled by Paul Parks, William Windom, Alexander Campbell and Homer Smith. Fred Coe's production was up to his usual top standards and Garry Simpson did a capable directing job.

VARIETY

TV Giveaways

Continued from page 37

generally believed the Louis G. Cowan-Mark Goodson package en-countered little trouble when it entered TV because of the strong it had previously built on rep it

rep it had previously built on radio.

In addition to "Music," now aired Thursday nights on ABC-TV, the video shows expected to be immediately affected are "Break the Bank," ABC simulcast; "Fun for the Money," ABC-TV show from Chicago; "Spin the Picture," DuMont Saturday night sustainer, and "Winner Take All," sponsored by Chevrolet Saturday nights on CBS-TV. Several other video shows now on the air have giveaws angles but they assertedly do not fall into the "lottery" classification, as defined by the FCC. Such shows are ABC-TV's "Couple of Joes" and DuMont's "Headline Clues" and "Magic Cottage."

With the other networks determined to fight the FCC decree, it is uncertain at this point what effect the ruling will have on

mined to fight the FCC decree, it is uncertain at this point what effect the ruling will have on future video programming. It is anticipated that broadcasters will stear clear of initiating any new giveawayers until some cut-and-dried decision is reached. NBC, for example, has been working on a new fall tele program which would have offered an all-expense holiday trip to the winner. Such holiday trip to the winner. Such programs will probably be shelved temporarily, at least until the webs are certain which way they can

NBC-TV Grosses

Continued from page 37

the rate card, indicating they can increase as the market grows. This, according to Johnston, has made it possible to sell far below the amortized cost. Prices have been scaled down in some cases as rates in down in some cases as rates increase, however, since otherwise NBC might price itself out of the market. In addition, Johnston said, the web does not differentiate in rentals between a conmercial and sustaining. If a station can sell the film to a sponsor for more than it pays in rental, it keeps the extra money as a profit.

Johnston said NBC now believes it has established the correct patitals.

Johnston said NBC now believes it has established the correct pat-tern for film syndication and will continue to handle product of out-side producers. Web operates either on a straight distrib percenteither on a straight distrib percentage basis, or will guarantee the producer a certain profit over a period of years. Now, Johnston said, NBC plans to invest in its own production to pave the way for other producers, working mainly through Hollywood indie, Jerry Falrbanks, who has a coproduction deal with the web.

MEX'S XEX UP FOR SALE; 'Meet Press' Moderators PRICE TAG \$600,000

Mexico City, Aug. 16.
Local radio station XEX, of 250,000 watts, claimed to be Latin America's strongest, and established four years ago by the late Alfonso Sordo Noriega, is for sale.
Owner, Petroleos Mexicanos (Perceio

Owner, Petroleos Mexicanos (re-mex), oil company, finds upkeep too great. Reported price is \$600,-000. Pemex is understood to have nixed the ofter of a radio exec of \$250,000, considering that too low.

Texas Air Base Group Sets Weekly Program

San Antonio, Aug. 23.
Talented young basic trainees of
Lackland Air Force Base have
banded together to produce a banded together to produce a weekly radio show for the entertainment of their 20,000 fellow airmen. It's to be aired each Friday for å half hour over "The Voice of Lackland" base radio outlet, which has a range sufficient to be heard within the boundaries of the huge installation.

Featuring the baritone singing of George Rafilk, Polish-born war refugee, the show will include music by Val Raymond and his 16piece band; the Tonaires, a Negro sextet; and soloists from the various training groups on the base, including those of the Women of

sextet; and soloists from the vari-ous training groups on the base, including those of the Women of the Air Force. Pfc. Larry Newman, former Philadelphia announcer, will be

m.c. of the series.

Chi 'Teledogs' Continued from page 36

pointment of Jim Stirton as sales

pointment or on the manager.

In addition to the network newcomers, WENR-TV, the web's o. & o. outlet here, is breaking out in a rash of local tele shows, including sustainers, public servicers and network feeds from the east.

Sustainers in the preem lineup are a Kay Morrow fashion show

Sustainers in the preem lineup are a Kay Morrow fashion show geared to all femme ages; a film jockey show with Toni Gilman on the intro's; a sportscast with vet announcer Pat Flanagan; and "Larry on Location," a Don Tenant puppet show modeled on "Kukla, Fran and Ollie," which was given a recent test run over ABC-TV.

WENR-TV is a least to the show modeled on "William over ABC-TV".

TV.

WENR-TV is plotting several public service program in tie-ins with the Chi police department, Art Institute and the Better Business Bureau. These will preem the first two weeks in Sept.

Other shows to be carried locally will be "Uncle Mistletoe," Marshall Field Co.'s kids show, starting Sept. 5; the "Lone Ranger"; the Wendy Barrie show; and "Blind Date." Still other WENR-TV programs, skedded for Oct. 1, will be three kinescope shows from Hollywood, two 30-minute programs and one kid show.

wood, two so-minute programs and one kid show.
WENR-TV debuts its new studio A about Sept. 1, which gives the TV outlet three spots to stage its productions. In addition, the reent installation of kinescoping equipment allows the station to gequipment allows the station to handle more network feeds, as well as an additional four hours daily of local programming. New studio on the 42d floor of the Civic Opera bldg, is the original site of WENR'S AM starting operations in 1930.

4A's on TV

Continued from page 37

TVA. Other affiliates agreed to re-

TVA. Other affiliates agreed to relinquish jurisdiction of members when working in video, whether live or films.

It's expected that if the other 4A affiliates vote to start the separate tele union, film jurisdiction will be disposed of along the lines previously promulgated. SAG would retain hold of its members working in films for theatre exhibition only, while TVA would take over films for video. Eastern affiliates feel that they have a superior edge at the moment, believing the majority of tele pictures are made in the east.

Greensboro, N. C.—W. Bowman Sanders, president of the Burlington-Graham Broadcasting Co., announced that John C. "Jack" Hanner, native of Burlington, and recently of Tariboro, will be the new manager of WFNS. Formerly manager and partowner of WCPS in Tariboro, Hanner assumed duties on August 15.

Answer Claim of Failing To Meet Responsibility

New York

Editor, VARIETY:

In the Aug. 17 issue, VARIETY ran an item under the caption "Below Belt Video," in which you said. "Television sank to pretty low depths Monday night when on NBC-TV 'Meet the Press' video show Maj. Gen. Patrick J. Hurley and I. F. Stone, columnist, engaged in a name-calling slug fest." You then went on to quote the exchange between them. You said exactly what was said on "Meet the Press." what was said on "Meet the Press.*
Were you guilty of "Below Belt
Journalism," or were you reporting, just as we were?
"Meet the Press" is a news pro-

gram-a press conference on which the public sits in. We cannot be blamed for what a man says in answer to a newsman's question any more than a newspaper can be blamed for a murder because it reports the murder. Were we to be criticized because Senator Bilbo on criticized because Senator Bilbo on a "Meet the Press" broadcast admitted he was a member of the Ku Klux Klan? Or were we to be praised for getting Bilbo through sharp questioning to reveal his shameful affiliation? As a good journalist, you know the difference between the man who does or says something and the newspaper or television broadcast that reports it. "Meet the Press" is a news medium that prides itself most on one thing: it gives a man a chance to that prides itself most on one thing: it gives a man a chance to reveal himself for what he really is—good natured or short temp-ered, direct or evasive, principled or unprincipled.

Lawrence E. Spivak
Martha Rountree

WES FESLER EXCLUSIVE GABBER FOR WBNS-TV

GABBER FOR WBNS-TV

Columbus, Aug. 23.

WBNS-TV and its AM counterpart, WBNS, have tied up Wes
Fesler, coach of the Ohio State U,
football team, to an exclusive contract to air "Wes Fesler Talks
Football." This amounts to a coup
in this football-mad town and gives
WBNS-TV and AM an impressive
sports lineup. On video the station will air all home games of the
Buckeyes, on Saturdays, a halfhour film resume of all Cleveland
Browns pro games (coached by
former OSU mentor Paul Brown,
still a great favorite here) on
Thursdays, and a half-hour film rehash of the Buckeye games every
Tuesday, plus the inside dope program by Fesler.

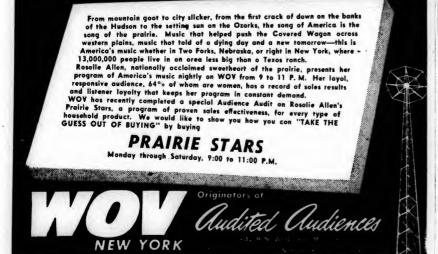
On AM, WBNS will present the
complete OSU grid schedule and
also all games of the Browns, the
Wes Fesler preview and down to
local coverage with a program
called "High School Huddle."

local coverage with a program called "High School Huddle."

A SINGING ACT PAR EXCELLENCE. . Variety



Returning August 29
Campbells' SOUPS' "CLUB 15" C.B.S. Coast-to-Coast The Modernaire



Tele Chatter

New York

New York

Bernie Roberts, formerly program chief of WNDR, Syracuse, has joined Inter-America Television, indie package agency, as exec assistant in charge of production "Prize Party," audience participation show starring Bill Slater, returns to CBS-TV Sept. 20 in the 7 to 7:30 p.m. slot, with Messing Bakeries resuming as sponsor. Program is produced by Marlo and Minna Bess Lewis. Sample edition of "Fight Game," series of 12½-minute film packages featuring Stillman's gym and Barney Ross as emce, rolled this week under the aegis of Intercity Television Distributors, indie production-distribution outfit. Keith Kiggins, one-time ABC veepee, named by Edward Petry & Co. as manager of TV sales in the first move to split Petry's tele and radio sales divisions. Jack L. Hobby, International Telephone & Telegraph publicity staffer and one-time member of Paramount's exploitation department, named Capehart-Farnsworth's sales promotion-chief. Edith Fellows and Tommy Dix prepping a TV series titled "Where Are They Now," to feature clips of silent films and interviews with the stars who appeared in them Tucker Scott, formerly with Compton agency, has joined BD&O as a TV time buyer.

The Hazel Dawns (Sr. and Jr.) guesting on Morey Amsterdam's DuMont tele show tomorrow (Thurs.).

John Harvey of the CBS-TV

DuMont tele show tomorrow (Thurs.).

John Harvey and Judy Parrish (Mrs. Harvey) of the CBS-TV "People's Platform" program will co-star in "The Voice of the Turtle' at the Green Hills Theatre, Reading, Pa., week beginning Sept. 6.

Bernard Prockter's "Big Story" TV series tees off for Pall Mall on Sept. 16, on NBC-TV, with first six documentary pix all set to ride. Initialer will concern exploits of Frank Shenkel, of the Pittsburgh Sun Telegraph ... Lois Andrews makes her TV debut this Sunday on "Leave it to the Girls."

Bill Lawrence, producer-director of NBC-AM's "Screen Guild Players," now in N. Y. to pltch several TV package ideas to agencies. They include a comedy show with

Texas Rangers AMERICA'S FINEST WESTERN ACT"I

Pat Patrick (erstwhile Ursil Twing of the Edgar Bergen radio show), a burlesque revival, a meller series set in the Gay 90s and a musicomedy. Milton Robert, WJZ-TV producer, named to head the new television acting department of the Theatre School of Dramatic Arts..."Cinderella on Broadway," musicomedy series by Alan Sands, is being whipped into shape by NBC director Duane McKinney for an early audition.

Caroline Burke, educational television producer for NBC, returned this week from Europe, where she supervised the shooting of some 10.000 feet of film. Pictures will be used both on the "Camel News Caravan" and on NBC sustaining shows, starting in September.

Hollywood

Hollywood

"You Be the Jury," packaged by seast in role of the judge. Baines Barron has been set as prosecuting attorney, Norman Kraft as the coroner, Joseph Granby as the accused and Jean Dean as the secretary. Virginia Pasco and Jim Van Campen have also been cast. ABC will set up a dual sales system for its radio and video operations locally. Forces however will both be under the guidance of Bob Laws, sales manager of ABC's western division. William K. McDaniel and Franklyn Jay Rudolph have been set for TV staff 'Lee Wainer and Richard Carroll have packaged a television layout featuring Jules Munshin. Package will be handled by the Sam Jaffee office "Let's Face the Music" was cinemascoped at KLAC-TV last week. Program a Bob Oakley package, will be discributed by Mini-Film. Show features the Violin Echoes with Eunice Wennermark, Ronnie Kemper, Margot Powers and Curtiss and Clare. John Wayne films being telensed by KTSL will be sponsored for 11 weeks by Karl's Shoe Stores. IMPPRO. under the guidance of Herb Strock, has set a deal to do 26 video shows based on the stories written by Lee J. Hewitt titled "Understanding Inc." Hewitt will do the videoplays. Stanley Nass will direct the series. Don Taylor will shoot added scenes for his television film, "Wanted." Joe Trout." Elisha Cook is starring in the film... Hal Roach, Jr., is currently megging a series of video commercials for General Mills 'Lone Friday night-wrestling bouts from Ocean Park Arena. Bouts will be beamed starting Sept. 23. Ann Ilward has made a series of commercials for General Mills 'Lone Ranger' telepix. Commercials were produced by Apex Pictures. Bill Saunders will co-produce and direct Bob McLaughlin's video show over KLAC-TV this fall.

Chicago

Chicago

WGN-TV shifting its "Miss Tavern Pale" contest to an earlier time Aug. 25 and Sept. 1, because of White Sox night baseball conflict. Show is skedded for 7:45 p.m. those dates Dan Schuffman new writer at ABC-TV. NBC-TV comic Dave Garroway to crown festival queen at Downers Grove, Ill., Sept. 3. Stateville Penitentiary starting TV courses this fall with a college grad convicted of murder in charge. Television Fund announcing a six-month jump of \$1,000,000 in assets. WBKB lenser Wade Parmalee a baseball casualty at Cubs park during a recent telecast. WGN-TV singer Nancy Evans made a 15 min. one-shot appearance for Chevalier Beer in TV experiment for sponsor. Dancer Buddy Ebsen guested on NBC-TV. WGN-TV discovery Nancy Wright making Chi nitery debut at Helsing's Vodvil Lounge. ABC-TV here operating off same switchboard as ABC AM starting Aug. 29. Phone An 3-7800

Paul Munroe to CBS-TV

Paul C. Monroe, writer-producer-director for legit, films and radio, has joined CBS-TV as a producer-director. He started in radio in 1933 as a staff director on some top CBS shows and has been identified with show business since then

then.
Munroe was formerly radio chief

made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers, stars of stage, screen, radio and television, early this summer

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH Productions KANSAS CITY 6, MISSOURI

REACTION IN TELE BOW

Omaha, Aug. 23.

Omaha, Aug. 23.

Omaha's first mass reaction to television was observed last week when WOW-TV and KMTV, first local video stations, broadcast from different points in town. Principal broadcast was the western league baseball game between the Omaha Cardinals and Sioux City Soos. Sets were available in dealers windows, in more than 200 taverns, in some business houses and in quite a few local homes. In some area, sidewalks were completely blocked as large groups of men, wonen and children stood around sidewalk sets. WOW-TV also televised the first news event, the dedication of the new 8,000 foot runway at the airport where DC-6 service was inaugurated coast to coast with one-stop flights by United Airlines.

WOW-TV estimates that there are 3,800 sets in Omaha now with every prospect of this being lifted to 5,000 sets by Sept. I when regular telecasting will start. Biggest plum is held by WOW-TV which will handle the U. of Nebraska football games.

Mail Order Disk Series

Dallas, Aug. 23.

Dallas, Aug. 23.

A series of 26 quarter-hour transcriptions have been completed for the Naughton Farms at Waxahachie. Programs will feature Hank Williams, Ernest Tubb, George Morgan, Jimmy Dickens and other talent from "Grand Ole Opry." from WSM, Nashville.

First test in a mail-order advertising campaign is expected to get under way in October on a group of southern outlets. Radio account is handled by Hedrick Agency, Houston, which last year placed the programs on some 60 outlets, mostly across the board.

OMAHA GETS FIRST MASS L.A. Tele Outlets Plan 6-Day Grind; **CBS Kinescopes Boost KTTV Sked**

New Tele Biz

WGN-TV, Chi, reported Cheva-lier Beer will sponsor the once weekly, 15 - minute "Ted Varges Show" through Gerald Shields agency; and announcements for Parker Pen through J. Walter Thompson; Goldenrod Ice Crean through Goodkind, Joice & Mor-gan; Titeseal Products through Jerome Rees

Anompson: Goldenrod fee Cream through Goodkind, Joice & Morgan; Titeseal Products through Jerome Reese.

WNBQ, Chl. reported Duffy-Mott Apple Juice will sponsor the once weekly, five-minute "Reserved for Garroway" show for 39 weeks through Young & Rubicam agency; announcements for Parker Pen through J. Walter Thoupson.

WENR-TV, Chi. reported announcements for Parker Pen through J. Walter Thompsor Pall Mall eigarets, through Sulivan, Stauffer, Colwell & Bayles, ordered two spots weekly on WXYZ-TV, Detroit.

WENR-TV, Chi. reported announcements for Goldenrod Ice Cream through Goodkind, Joice & Morgan agency; O'Connor & Goldberg Shoes through Dade Epstein agency.

Bill Slater's "Prize Party." pro-

berg Shoes and Shoes agency.

Bill Slater's "Prize Party," produced by Marlo and Minna Bess Lewis, renewed for 39 weeks on CBS-TV by Messing Bakeries, starting Sept. 20. Agency is Blaine-Thompson.

Minneapolis — The late Edward Hoffman, who was owner of Twin City station WMIN, left an estate valued at \$710.571, according to an inventory filed in probate court. Hoffman, who was a bachelor and died in his 40's from a heart attack, willed his estate to his mother in the form of a trust fund.

Hollywood, Aug. 23.

KTTV will up its operating schedule to six days beginning Sept. 11. KLAC-TV plans to do the same following the end of baseball season.

the same following the end or baseball season.

KTTV's airtime will be boosted from 10 to 12 hours weekly over the current 18-hour schedule. Outlet is now dark on Wednesday and Thursday of each week. Under the new operation station will beam throughout the week shuttering only on Saturday. KTTV estimates the cost of the one additional day's telensing at \$750 per week.

Local origination schedule will, remain substantially the same in program material and time. Outlet will beam 10 hours of kinescope from CBS each week. Four hours of this will be new programs. Set to go are: "Silver Theatre," "Studio One," "Camel Mystery" and "Mashand at Home Party." "Mama," is set to roll along with "The Ed Wynn Show" which will tee off locally on Sept. 22. "The Bigelow Story," with Paul Winchell and Dunninger has been scheduled in

Wynn Show" which will tee off lo-cally on Sept. 22. "The Bigelow Story," with Paul Winchell and Dunninger, has been scheduled in a switch from NBC. KLAC-TV will go to six-day en-tertainment program schedule be-tween Sept. 25 and the middle of October depending on the local baseball situation. Regular sea-son ends here Sept. 25. If playoffs are local, KLAC will earry them and not go to six days until Octo-ber.

ber.
With the announcement that
KLAC-TV and KTTV will go to slx
telensing days weekly, local television will have three stations;
KTLA, KNBH and KFI-TV (beaming during day light hours), sending during day light hours), send-ing shows on a full-week basis.



Represented by The Katz Agency, Inc.

Schwerin on Public Service

Continued from page 34

either of the other methods.
Another program studied was built around a central personality who discussed subjects suggested by listeners' letters. Several devices were employed. The best liked proved to be introducing the item with a tape recording of the writer actually reading his letter. The next best liked opened with a phone conversation with the person raising the question. Other devices raising the question. Other devices raising the question. Other devices —having the authority refer to a letter briefly, then dictate an answer; having his assistant read the letter; or discussing a subject without referring to a letter at all —were less liked. Actually hearing the questioner's voice added verlsimilitude, dramatizing the relationship between letter-writer and authority that was the central mood of this program. mood of this program.

Clarity

In public service programs, probably the two biggest obstacles to getting information across to listeners have been too much of the "sugar-coating" previously mentioned, and too much discursiveness

Evidence that sugar-coating was Louerice that sugar-coating was lowering interest in one program was readily apparent from the Schwerin System's tests. The program had to do with certain aspects of science. Again and again in the voting, three-fourths or pects of science. Again and again in the voting, three-fourths or more of the audience complained that they "would like more scientific information," that the show took too long to get to its point. Further, when all the scenes in the editions tested were examined, it was found that the ones involving the scientific aspects and in which scientist characters appeared, had an average score six points higher that the rest of the scenes, many of which contained the program's sugar-coating.

As to discursiveness, when speakers on public service programs wander too far away from the subject, it is almost a certainty that liking will drop off. When this

GENUINE HIGH 5/26 GLOSSY PHOTOS

Made from your negative or photo Unsurpassed in quality at any price

NO NEGATIVE CHARGE—NO EXTRAS 24-HOUR SERVICE ON REQUEST

COPY-ART 165 West 46th holographers New York 19, N

"WE DELIVER WHAT WE ADVERTISE"

24-HOUR SERVICE ON REQUEST
\$A:10's: \$7.99 per 100; \$55 per 1000
hotos (5 x 7) 318 per 1000 - Postcards \$23 per 1000
Mounted Chargements, 30x40; \$3.85
(Me Negative Charge on 2 or more)
by J. J. Kriegsmann, The Man Whose
otographs Grace Billboard's Covers

the announcer, narrative bridges by the main character, and straight drama without connecting narration. It was found that the announcer's narration was the best liked of the three methods, editions where it was used scoring 10 points higher than editions using either of the other methods.

Another programs studied was a likely and the argument or discussion to a constitution of the discussion to a fail with him.

That liking is closely related to That liking is closely related to

clarity of presentation, and both in turn with getting across the point of the program, was graphi-cally demonstrated in a study run caily demonstrated in a study run in conjunction with testing 16 editions of one show. After each broadcast was tested, listeners voted on whether they thought the presentation was clear. They were also asked to choose which of four testing terms of the statement of the stateme statements summed up the central idea they had got out of the pro-

There was a direct relationship among the three yardsticks throughout the series. To take two cases, on one edition that had a Schwerin score of 86, over fourcases, on one edition that had a Schwerin score of 86, over four-fifths of the audience felt the presentation was clear, and about nine-tenths were able to identify the central idea; on another edition with a Schwerin score of only 60, only about a third of the listeners felt the presentation was clear, and only about two-thirds could name the correct central point.

Audiences particularly demand

the correct central point.

Audiences particularly demand in public service programs an unambiguous summary of what can be done about the problem handled in the show. Best results are obtained when this is plainly delineated as a "department" of the program. One of the worst sins of which an educational program can be guilty is to take refuge in "on the one hand—on the other hand" or "somebody should certainly do something about this' summations of the situation.

Martin & Lewis

Powell in a further elaboration of

Powell in a further elaboration of the "three-to-the-hour" concept. Martin & Lewis show is the costliest on the NBC books, with a \$9,500 weekly talent-production nut. Thus far the web has been unable to sell it. Ethel Merman program costs \$4,000, with the star getting \$1,000. Morgan stanza rep-resents a weekly \$4,500 outlay.

BBC Buildup

Hollywood, Aug. 23.

NBC and Paramount Pictures
are collaborating on making an
international incident of Dean
Martin and Jerry Lewis, with the
British Broadcasting Corp. lending an assist.

Plans are under way to spot the Lewis & Martin NBC comedy show on BBC, with the network okaying the use of a number of transcribed past programs for the British whirl.

Paramount is anxious to make the Britishers "Lewis & Martin

conscious" prior to the release abroad of the "My Friend Irma" pic, in which the coinedy duo is featured.

Paramount has agreed to pick up the tab for expenses involved and is trying to maneuver a waiver from AFRA and other unions on payments required for repeat

Radio News Eds

Continued from page 35 :

sluffing off of important news sluffing off of important news by three press services when one has scored a beat. Also scored is the practice of all the services to put "bulletin" slugs on stories not always rating them, and the routine handling of news appearing in successive summaries when there is little new material.

little new material.

The report is being distributed to officials of the four press associations, schools of journalism and members of the NARND. Sig Mickelson, NARND prexy, and news director of WCCO, Minneapolis, disclosed that a second study of the wire services has been launched and that a supplementary reported. ed and that a supplementary report will be issued later. Special com-mittee drawing up the report was co-chairmancd by Richard Oberlin of WHAS, Louisville, and Sheldon Peterson of KLZ, Denver.

Come West

Continued from page 37

tion was so enthusiastic that all hands approved filming of the se-ries, with NBC reaching a musi-cians price scale for TV with James Petrillo. TV series starts

For the test run, Brecher used Lon Chaney, Jr., as Riley, but it is more likely that Jackie Gleason, is more likely that Jackie Gleason, nitery and stage comic, will inherit the name role. William Bendix, who will continue as radio's Riley, was forced to reject the tele duplicate because of picture commitments. Rosemary De Camp plays Mrs. Riley.

Ackerman's projected filming of "Escape" is beset with one big bug—budget. If he would, bring in the half-hour subject for around \$7.500 the chances are roseate that other dramatic properties of CBS

other dramatic properties of CBS would be given similar treatment. It's strictly price here, the advantages of film over live having already been amply demonstrated. Brecher brought in "Riley" after six bours of the internal properties. six hours of shooting on 35m but the cost factor didn't figure here. Joe Rincs recently brought in a half-hour picture, telecast by Col-gate in the east, for less than \$6.000 gate i \$6,000.

Johnson-CBS

Continued from page 37 demonstrate the scope of the se-

quential system.

Typical remarks heard among the audience were "it's amazing" ... "I never realized it was so good"... "it's a different medium." Following demonstrations last Friday (19), Dr. Peter Goldmark, CBS calor wizerd in answering ques-Following demonstrations last Friday (19), Dr. Peter Goldmark, CBS color wizard, in answering questions from the press, said manufacture of color receivers is ready to go ahead just as soon as FCC gives the go sign. He estimated that color receivers would cost about a third more than black and white sets at present prices.

white sets at present prices. white sets at present prices.

Goldmark indicated he expected the coming FCC hearings to produce fireworks on the color issue. When he was asked who produced the cabinet receiver used in the demonstration and its cost, he said that information "will come out in the war." It was learned, however, the receiver was one of 25 specially made by Zenith to CBS specifications. A standard RCA receiver with adapter was also used.

Questioned by reporters if some

Questioned by reporters if some other system could be used to colorcast on six mc, Goldmark said colorcast on six mc, Goldmark said he didn't know of any other way of doing it on existing receivers (with adapters) except with elaborate equipment. He suggested that color adapters might be made by other firms besides radio equipment makers, perhaps phonograph manufacturers.

He said the transmission of the

rie said the fransmission of the colorcasts at the Baltimore loca-tions required less lighting than is used in black and white telecasts. The tests were sponsored by Smith, Kline & French Labora-tories of Philadelphia and were originated at Johns Hopkins Hos-

CIRCLING THE KILOCYCLES

Seattle — The Jewish Children's Chorus of 16 voices of the local Temple de Hirsch will be featured on a weekly 15-minute program here on KJR, starting this week. 's a public eattle-King service airer for County Commu Community

Detroit — In cooperation with Wayne University's Drama League, WXYZ will present a series of six-15-minute dramatic productions titled "Detroit Diary." The series will begin Sept. 17. It will dramatize the United Foundation Campaign for funds for the needy and sick.

Albany—N. Y. Harold H. Meyer has resigned as general manager of WXKW to assume a similar post at WPOR in Portland, Me. Meyer, veteran of 21 years in radio with previous service at stations in St. Petersburg, Fla., San Francisco and Stamford, Conn., came to Albany in 1947 to prepare for the debut of WXKW.

Pittsburgh — Marion Beardmore, femme commentator at WMCK in McKeesport, has a featured role in strawhat production, of "Strange Bedfellows" at White Barn Theatre... Bill Carlo has resigned from WJAS announcing staff... Florence Sando, who heads women's activities at WJAS and is head of Pittsburgh chapter of AFRA, off for national convention in San Francisco... Local radio personalities finally getting a good break in series of profiles Gene Jannuzi is doing on them weekly in the Sunday Post-Gazette.

Tulsa — Glen Condon, veteran newspaperman and ace South-western newscaster, is back on KTUL, Tulsa CBS outlet, after an absence of three years. Condon, who resigned in 1946 to manage a new station in Tulsa, returns to air in exclusive feature, "Condon Views the News," at 12:45 and a news commentary at 5:45 p.m.

Minneapolis-Samuel N. Nemer Minneapolis—Samuel N. Nemer has been named sales manager of WLOL, MBS outlet here by C. T. Hagman, general manager and president of the station. Appointment fills a post left vacant since Hagman's elevation to his present position last February, when Norman Boggs, then manager, left to join WMCA in New York.

San Antonio — Charles Belfi, commercial manager of KYFM, has been Installed as commander of the Adkins Lenoir Post No. 565 of the American Legion. He succeeded Lynn Krueger, manager of the Majestic theatre. Jack Chalman, publicity director for Interstate Theatres here was installing officer.

Cleveland—Establishment of the Cleveland office of Guilford A. Gibbons and Associates has been announced this week by the company founder, Guilbert A. Gibbons. Agency, which specializes in package productions for television and radio is handled by Maurice Rotanan, Chicago, and Fred Barron, New York. Connected with Cleve-

pital in Baltimore. The pharma pital in Baltimore. The pharma-ceutical firm used the hospital as its studio as a trial run for trans-missions of surgical procedures to the mid-year meeting in Washing-ton in December of the American Medical Assn. Receivers were set up at the District National Guard Armory where the meetings will be held.

In Washington for the tests were Frank Stanton, CBS prexy, Adrian Murphy, veepee and general exec-utive; J. W. Wright, chief radio engineer of the web, and John W. Christensen, assistant to Dr. Gold-

FCCers attending the demon-rations included Commissioners recers ancountered to the strations included Commissioners Paul Walker, Robert Jones, Edward Webster, George Sterling, Frieda Hennock and acting chief engineer John Willoughby.

Among the Congressional delegation were Sen. Edwin C. Johnson, (D.-Colo.), chairman of the Senate Commerce Committee, Sen. Ernest W. McFarland (D.-Ariz., Sen. Brien McMahon (D.-Conn.), and Sen. Margaret Chase Smith (R.-Me.). (R.-Me.).

land office are Lee H. Judge, sales, formerly of New York, and S. S. "Kal" Kalwary, of Pittsburgh.

Greensboro, N. C.-W. E. Greensboro, N. C.—W. E. Deb-nam, news commentator of the Smith-Douglass network of 10 sta-tions in North Carolina and Vir-ginia left last week by plane for a six-week tour of Alaska to Secure background information for his commentaries. He said that the Army had granted his request for a tour of U. S. northern defense zones.

Dallas — A test announcement schedule for Comette Nylons of New Braunfels has been set on WFAA here, KXYZ, Houston, KTBC, Austin, KTSA, San Antonio and KROD, El Paso. Thomas F. Conroy, Inc., of San Antonio, has been named to handle the account which will market through drug stores only.

Dallas — J. W. Rike has been named radio director of J. B. Taylor, Inc., here, where he will be responsible for details on Texas State Fair radio campaign. Formerly with the Herbert Rogers Co., here as director of the art department.

Kine to Bring Delayed Net Shows to K.C.'s WDAF-TV

Shows to K.C.'s WDAF-TV

Kansas City, Aug. 22

Although there will be no cable or relay system to bring television network shows here. WDAF-TV, new video outlet of the Kansas City Star, will use kinescope to bring in delayed network shows, according to Dean Fitzer, general manager of the station.

Details of the plan were announced by Bill Bates, program director for WDAF-TV, before a meeting of television dealers held last week. Bates said the plan is to operate about four hours per night, with more than 50% of the programs via the film method and the balance 1 o c a1 programs. WDAF-TV already has made arrangements for shows from any of the four networks, he said.

The station is due to begin ex-

rangements for shows from any of the four networks, he said. The station is due to begin ex-perimental broadcasts in Septem-ber and regular nightly broadcasts in November.





WM. H. KING Personal Managemen

A. S. LYONS

177 S. Beverly Dr. Beverly Hills, Calif.



"On an Island with You" Mgt.: LOU CLAYTON

DAVID BROEKMAN



Clair R. McCollough, Managing Director

Represented by ROBERT MEEKER ASSOCIATES

San Francisco

Chicago

STATIONS

Los Angeles

New York

DECCA PAY PLAN SNARLS PUBS

Sheet Music Sales Takes Decided UNIQUE SETUP Upturn, Coinciding With Disk Hike

turn upwards the middle of last and the trend increased daily, sending music publishers on weekend jaunts with fingers cross-

seasonal spring and summer slump since long before the war, are at last bouncing back.

Jump in music sales coincides with a now definite rosier outlook in record sales. Most disk executives last week had begun changing tune. Sales were picking up and the gloomy attitudes were wearing away. They now feel that the fall and Xmas business will bounce back nicely. Older, top publishers who have gone through many biz slumps are of the same opinion. In fact, several expect heavy fall and winter sales figures. Broadcast Music, incidentally, is hogging a heavy portion of sheet music and record sales for the first time in its brief history. BMI affillated firms control "You're Breaking My Heart." "Someday" and "Room Full of Roses."

Hollywood Agrees
Hollywood Agrees
Hollywood, Aug. 23.
Sharp upward sales spurt in record biz has taken piace during this month, according to Bob Stabler, Capitol exec, who says that orders are now at the January-February level. Lee Palmer, who heads Mercury's western offices and also distributes some 15-odd labels, last week reported that salesmens' orders thus far in August are 100% over any month in the past four. Ben Seivin, Columbia Coast chief backs up general statement that biz is better, but supplies no apecific figures. Joe Perry, Decca rep here, says Decca and Corai orders from retailers for August are up about 10%.

Disney Setting Up Own Music Firm

wait Disney will launch nis own music publishing business next month to promote songs from cartoons made by his Hollywood studios. New venture will be titled Walt Disney Songs, Inc., and will go into operation with the score of "Cinderella," written by Mack rella," written by Mack Jerry Livingston and Ai

Hoffman.

Disney intends a fullscale opera-

Hofman.

Disney intends a fullscale operation, the setup coming under the supervision of Fred Raphael, Disney's music division head. There will be offices in New York. Chicago and Hollywood, Jack Spina, now on the Coast in a huddle with Raphael, covering the eastern end.

Disney has always farmed out scores from his films, but is apparently dissatisfied with results to date. Of all the Disney works, outstanding are the tunes from "Snow White and the Seven Dwarfs, copyrights of which are held by Irving Berlin, Inc., which exploited them. Another outstanding copyright from Disney's cartoons is "The Big Bad Wolf." Morris Music currently has the score from Disney's "Ichabod and the Turtle." for the reason that Bing Crosby, whose voice did the tunes for the sound track, had first call on the publishing rights. And he placed them with Morris.

Valando Takes Cut

Tommy Valando, head of Lamel Misic, entered Manhattan General hospital. New York, Monday (22) under observation for a kidney condition. He was operated on yesterday (Tues.) and is in good shape.

Valendo is partnered with Perry Como in Laurely (2000) the state of t

3 Music Series Set For Toronto's '49-'50 Season

daily, sending music publishers of weekend jaunts with fingers crossed against the possibility it was a momentary pickup. Jobber reports on Monday (22) dispelled such fears, however; orders clearly achowed a continuing boost. It's felt that music sales, which this year went through the heaviest seasonal spring and summer slump since long before the war, are at last bouncing back.

Jump in music sales coincides with a now definite rosier outlook

Walter Homburger, manager of International Artists' concerts here, has announced three musical series for the 1949-50 season, beginning oct. 17. Artur Rubenstein, Rudolf Firkusny, Luboshutz and Nemenwill guest star in a Master Plano will guest star in a Master Plano will guest star in a Master Plano will include appearances of Jan Berger, Kathleen Ferrier and to Vienna Choir Boys.

Season will also include appears. Toronto, Aug. 23.

the Vienna Choir Boys.
Season will also include appearances of Lauritz Melchior, Marian Anderson, Vladimir Horowitz, Victor Borge, Bryon Janis and Jan Rubes. In anddition to his date here. Melchior will also give three performances in Ontario for Homburger, beginning in London then going to Niagra Falls and finishing off in Peterborough.

Cap Straightening Out Its Foreign **Royalty Situation**

Involved collection of royalties from the sale of Capitol Records abroad. through its distribution deal with British Decca, is being straightened out. Cap's disks are now on sale in around 10 Continental countries, either fed directly by English Decca, or via local labels, and to properly channel royalties is a problem of sorts.

Since Cap sends masters to British Decca to press in England, the resultant royalties, though the tunes involved may be owned by U. S. pubs, cannot be shipped to the latter. They must be paid to local reps. For example, if a U. S. publisher assigns a tune to a British firm for exploitation in England, royalties on Cap sales of that tune in England must go to the British publisher. The same is true in France, Beigium, Switzerland. Germany, Sweden, Denmark, Holland, Italy, etc. Most U. S. publishing houses have agreements with firms in those countries and Capitol is endeavoring to de-U. S. publishing houses have agreements with firms in those countries and Capitol is endeavoring to determine which foreign pub is affiliated with what U. S. pub so that royalties can be paid without hitch. Of course, the coin, or a percentage of it, eventually comes home to the U. S.

percentage of it, eventually comes home to the U. S.
Same system applies in the U. S. because of London Records. When a British pub gives the rights to one of its tunes for U. S. publication, the U. S. firm collects royalties on London disks, even though those recordings are pressed in England and the British firm is sues the recording license.

RCA CUTS 45 PRICE TO LURE DISK-BUYERS

RCA-Victor has not fully completed plans for the vast promotional push that will be applied this fall to its 45 rpm records and changers. It has decided, however, that the 45 machine designed to be hooked into larger radio combinations will be reduced from \$29.95 to \$12.95 as a means of luring disk buyers and turning them into 45 rpm fans. Victor's larger machine, which plays 45s inde-pendently, will hold at \$39.50 and

ON ROYALTIES

of the major music publishers into an uproar last week when the company distributed royalty statements on the basis of a unique computation plan, which sets a precedent the pubs do not like. And for which they apparently are not going to hold still very long. Some have refused to accept accountings and checks, others are insistent upon refusing Decca lleenses to record their tunes, which would force the company to pay the statutory 2c per side rate on everything cut, or not cut at all. Other pubs are accepting checks under protest, as part payment, pending settlement of the argument.

Heretofore, the general practice in-making out statements was to deduct certain percentages from all to cover returns, breakage, etc. have refused to accept accountings

deduct certain percentages from an it o cover returns, breakage, etc. Now Decca insists on making full deductions for every return. In itemizing statements, the company listed records shipped out and, balanced against that total, the disks returned. However, in many cases the tunes involved were expired pops, no copies of which were sold during the quarter Decca is reporting on 'third, ending June 30). So returns couldn't be balanced against sales. To get around this, Decca simply added up royalties owed on all copyrights held by one publisher, and deducted from that amount totaled figures representing returns of records inscribed with songs held by that same publisher. Mfr. Absorbed Loss.

Heretofore, when Decca or any other company received returns on songs already expired, and on which royalties had been paid to pubs. the manufacturer absorbed the loss. It couldn't go to the pub and ask for a return of its coin the sides, the 1909 Copyright Law states that pubs can demand payment of royalty for every recording manufactured, whether it's sold or not). Even if Decca did take that procedure, it couldn't get all tocin, since the publishers split mechanical royalties with individual writers immediately upon receipt of the coin.

That's what got publishers bothered with Decca's new system. They are accountable to writers for half of the royalties on every recording sold. If they let Decca deduct as it wants to, it's probable that the publishers will be forced to absorb all of the loss, even though half of all royalty coin is not theirs. They can't go to writers who have already been paid royalties and ask for a kickback. By the same token, under Decca's new system of payment publishers would be balanced in lump total against the hit of a current quarter. But those two hits might be by different writers, and one would suffer for the return deductions that should rightfully he paid by his contemporary. It's an involved argument that publishers heatedly point out toles a great many complications. And if Decca is allo

WAKELY, CAPITOL STYMIED ON DEAL

momorm of the composition of the minds on his new contract.

Makely wants a 5% royalty. Capitol has offered him 2½%. Wakely mow gets 1½c. per platter.

Is wakely signed with William Morris office last week. Earlier, he cut a sis-sided album of Christman shown of Capitol backed by Buddy Cole on the organ. Smokey Rogers on the guitar and the Melows old radio moppet, narrates while wakety sings.

Decca Confirms It Will Issue All Its Top Albums On LP as of Sept. 5

Am Talent Tied Into Bon Bon's Philly Airer

Philadelphia, Aug. 23. "The Bon Bon Show," daily for

hour on WDAS starting at 11:30 a.m., will add a live talent ingredient to its airing of waxes and public service features geared to the local Negro community. Show is handled by Bon Bon 'George Tunnell', former vocalist for the late Jan Savitt.

late Jan Savitt.
Requests from listeners for Bon
Bon to sing have been so great that
the live singing had to be added to
the platter spinning. And to provide greater balance between the
live and the waxed, Bon Bon will
have the show serve as an audition
stage for show his newcompers. stage for show biz newcomers.

Ams and hopefuls will be screened before air time, with only the promising talent getting a crack at the mike.

Decca's Dubbing To LP Spotlights Wide Use of Tape

Decca Records in dubbing material from its regular 78 rpm masters to the new 3315 sides, used tape exclusively for the transfer. It's a simple process of feeding from a 78 master to tape, thence to a 33 master, after which the latter were shipped to Columbia Records' Bridgeport factory for press-(Columbia has been doing

ords' Bridgeport factory for pressing. (Columbia has been doing initial platters, but Decca will soon be turning out its own 33s.)

Decca's use of tape in the process highlights what is not generally known—that the majority of major companies are using tape exclusively for the cutting of masters. Use of tape has gathered momentum only during the past year or so because prior to that real fidelity wasn't possible due to poor reproduction of highs and lows. That, of course, made the method unsatisfactory for virtually all finishing work.

With tape recording vastly improved, however, the task and expense of cutting flew material are considerably reduced. For example, any minor error in wax-recording, by a musician or a vocalist, usually forced a master into the discard no matter how excellent the remainder of the performance might have been. Often, master after master would he gone through before an acceptable performance was gotten. There have (Continued on page 40)

GOLDMARK SWITCHES TO ROBBINS FROM LEEDS

Hollywood, Aug. 23. "Goldie" Goldmark, who, with Happy Goday, was Leeds Music's top Coast rep, has switched over to J. J. Robbins & Sons as the first staff man put on by the ex-partner in Metro's Big 3. Goldmark will go to work here in conjunction with Robbins' N. Y. office, on the score of "Gentlemen Prefer Biondes," Broadway musical, written by Jule Styne and Leo Robin. It's Robbins' initial venture into the pop field.

Robbins will also open a Chicago Robbins will also open a Chicago office, plus adding a man to his N. Y. staff, which now consists only of himself and his two sons. In addition to the "Gentlemen" score Robbins is planning a plug for "It You Ever Fall In Love Again," a British import.

had decided to Join Columbia Rec-Long-Playing platters, Decca Records last week confirms that as of Sept. 5 it would be issuing all of

orus last week commins that as of its top albums on LP and that the initial pressings had been pressed by Columbia's Bridgeport factory. In going LP, Decca swings a vast majority of the power in the favor of that system, putting RCA-Victor in a position which makes a good many important recording people believe that eventually the kingpin of the diskers will be forced to accept the LP idea for its Red Seal classical series. RCA is, of course, continuing with its 45 rpm platters and machines, the introduction of which brought on the battle of the rpms. Victor is about to begin exceution of a vast promotion campaign for fall sales. And it's not going to stop because of Decca's ioning with CRC, Mercury and Capitol in the production of LP's (Capitol only recently went for the 33 rpm sides for its Telefunken Classics; it had at the outset joined RCA in the making of 45 pop platters.)

Decca's introduction of LP to its

ters).

Deca's introduction of LP to its line will be accompanied by the marketing of LP machines under the Decca name that will retail at \$9.75. These, of course, are designed to be jacked into radio combinations. Decca also will make a Microverter, to retail at \$39.75.

In issuing its first LP's Decca has developed a label-color idea, the different colors marking different divisions of disks. There will be Black, Maroon and Green labels in 5,000, 6,000, 7,000, 8,000 and 9,000 series numbers, prices ranging from \$2.85 for 10-inch Black label platters to \$5.85 for 12-inch Maroon label "specialty" disks.

Decca's new label designs, incidentally, prominently display the designation "LP" and "331'a rpm." (Continued on page 46)

RCA Exec Post

Jack Hallstrom, who took Eli
Oberstein's spot last year as head
of RCA-Victor's pop artists and
repertoire division, and a few
weeks ago was moved up to assistant to Victor's general manager,
Paul Barkmeler, is out of the company. Hallstrom resigned, victor
explained, and may go with Stensgaard, Chicago firm which turns
out all of Victor's display advertising. Merchandising, which ties in
with Stensgaard's work, is Hallstrom's forte.

With Hallstrom gone, RCA-Victor's top regime and its artists and
repertoire division have within the
past 14 months undergone a complete revision. Barkmeier replaced
Jim Murray as general manager
some months ago when the latter
ostensibly went to Europe to survey the disk scene abroad for Victor.

Joe Csida, who joined Victor

Joe Csida, who Joined Victor some months ago as assistant to John West, head of public relations for all of RCA, recently took over a & r. manager, assisted by Charles Greean and Henri Rene.

Mildred Bailey Ailing

Mildred Bailey is seriously ill at St. Francis hospital. Poughkeepsie, N. Y. Jazz songstress has a heart condition, aggravated by diabetes. She's been in and out of hospitals for many months.

Recording and other showbusiness people in N. Y. are laying the groundwork to provide for her requirements. Morty Palitz, former Columbia Records musical director, is spearheading the efforts.

Eddie Camden opened at Ana-cacho Room, St. Anthony hotel, San Antonio, replacing Emile Petti band.

Songs With Largest Radio Audience

The top 31 songs of the week (more in case of ties), based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr., John G. Peatman, Director

Survey Week of August 12-18, 1949	
A Room Full of Roses	Hill & Range
A Wonderful Guy-*"South Pacific"	Chappell
And It Still Goes	Shapiro-B
Baby It's Coid Outside-+"Neptune's Daughter"	Morris
Bali Ha'i-*"South Pacific"	Chappell
Bali Ha'i—*"South Pacific" Every Time I Meet You—†"Beautiful Blonde"	. Feist
Fiddle Dee Dee-+"It's a Great Feeling"	Harms
Four Winds and the Seven Seas	Lombardo
Homework-*"Miss Liberty"	Berlin
How It Lies, How It Lies, How It Lies	
Hucklebuck	United
It's a Great Feeling-†"It's a Great Feeling"	Remick
Just One Way To Say I Love You-*"Miss Liberty".	Berlin
Let's Take An Oid-Fashioned Walk-*"Miss Liberty	"Berlin
Lora Beije Lee	Santly-Joy
Lora Beile Lee	BVC
One & Only Highland Fling-"Barkleys of B'way".	Warren
Now That I Need You-†"Red, Hot and Blue"	Famous .
Riders In the Sky	Morris
Similau	Campbell
Some Enchanted Evening-*"South Pacific"	Chappeil
Someday You'll Want Me to Want You	Duchess
Swiss Luilaby	Southern
There's Yes Yes In Your Eyes	Witmark
Through Sleepless Night-+"Come to the Stable"	Miller
Twenty-Four Hours of Sunshine	. Advanced
Two Little New Little Blue Little Eyes	Morris
Weddin' Day	Famous
Who Do You Know In Heaven	Robbins
Younger Than Springtime-*"South Pacific"	Chappell
You're Breaking My Heart	Mellin
You're So Understanding	Barron-Pem
distribution .	

The remaining 21 songs of the week (more in case of ties), based on the copyright Audience Coverage Index Survey of Popular Music Broadcast over Radio Networks. Published by the Office of Research, Inc., Dr., John G. Peatman, Director.

Again—†"Road House"	Robbins
Dreamy Old New England Moon	Leeds
Everywhere You Go	Lombardo
Ev'ry Night Is Saturday Night	
Five Foot Two, Eyes of Blue	
Forever And Ever	
Give Me a Song With a Beautiful Melody	Witmark
I Don't See Me In Your Eyes Anymore	
I Wish I Had a Record	
I'll Keep the Lovelight Burning	Laurel
It's Summertime Again	
Katrina	
Little Fish In a Big Pond-*"Miss Liberty"	Berlin
Look At Me	
Love Is a Beautiful Thing	
Lover's Gold	
Merry-Go-Round Waltz	
Ooh-If You Knew	
Over the Hillside	Jay-Bee
So in Love*"Kiss Me, Kate"	. T. B. Harms
Song Of Surrender-+"Song Of Surrender"	Paramount
Why Fall in Love With a Stranger	Campbell

† Filmusical. * Legit musical.

T.D., 2 AIDES UNHURT IN FORCED LANDING

Detroit, Aug. 23.

Tommy Dorsey and two of his musicians got away without a scratch when their plane was forced to land in a cornfleid three miles away from the local airport. Dorsey, Charlie Shavers, trum-peter, and Red Wooten, bass, had chartered the ship to get them to Niagara Fails on time for a dance

Niagara Falls on time for a dance date with the rest of band Sunday (21) evening. They had just taken off when the plane's motor quit and forced them down. They hired another plane and reached the date on time.

Dorsey opened Monday (22) evening for a week at the Ottawa Fair, then goes to the Canadian National Exhibition at Toronto, which he plays every year. After that the band one-nights through New England into the Click, Philadelphia, Sept. 20, for one or two weeks, then more one-nighters into the Shamrock hotel, Houston, Oct. 20 for three weeks.

While in Ottawa, Dorsey god back his land cruiser, combination bus and living quarters, which had

bas and living quarters, which had been badly smashed in a crash at Wahoo, Neb. While the bus was being repaired he had been riding the road with Shavers in the lat-ter's auto, but the planing resulted when the car broke down.

Petrillo Nixes Free Music for Ft. Worth

Fort Worth, Aug. 23.

James C. Petrillo has struck a sour note for an all-unions Labor Day celebration here. Prexy of the musicians' union won't let them have free music.

The picnic, to be the first in local union history in which all-branches of organized labor will participate, was to hear music without cost from music union members.

Decca-LP

Continued from page 45

Both descriptions of the Columbia system are printed in large type, set into the circular border of the label on each side of the word Decca. Even Columbia doesn't do

Bond's New Firm

Hollywood, Aug. 23.
Red River Songs organized here
as a new music publishing company by Johnny Bond. Outfit
formed to publish Bond's own com-

It is a BMI firm.

SCOTCH HOT' WHITLOCK JUST PAST 80TH YEAR

Roanoke, Va., Aug. 23.

Editor, VARIETY:
"How old is Billy Whitlock?" That is the question which I examined at some length in the Aug. 10 issue. From internal evidence I deduced that the belis virtuoso, whose London record of his own composition, "Scotch Hot" is proving a hot seller, must be somewhere between 80 and 100 years old. Preponderance of evidence, I said, favored the comparatively youthful fourscore, but the Whitlockian chronology was still a mystery.

or evidence; I said, ravored in comparatively youthful fourscore, but the Whitlockian chronology was still a mystery.

Well, I'm glad to p s the word along that the puzzle in puzzle no longer. From a reliable source I have learned that Whitlock, who was making bells and xylophone records as well as singing laughing songs 50 years or so ago, is—hold your breath!—just 80!

The "reliable source" is Gene Rayburn, of WNEW, New York, who has written to me as follows:
"My partner and I read your letter to the editor of Variety with considerable interest in view of the fact that we are responsible for the renascence of "Scotch Hott" or "Hop Scotch Polka." Since we have been in touch with the composer, Billy

Scotch Polka: Since we have been in touch with the composer, Billy Whitlock, through London Records, perhaps we can help clarify the mystery surrounding his age. Ted Lewis telis usthat Whitlock passed his 20th highday acriy, this year.

mystery surrounding his age. Ted Lewis teiis us that Whitlock passed his 80th birthday early this year, about the time he re-recorded 'Scotch Hot.' Further, they had to iteraily hold him up at the recording session because of his advanced years.

"WNEW," Rayburn continues, "was throwing out a stack of oid records, among them the Edison Bell recording of 'Scotch Hot,' with Whitlock at the beils. We played the record three or four times during the course of one week, and began to get unusual response on it from our listeners via both telephone and the mails. We put the record saide temporarily and began an investigation through London Records to find out who owned the master. Tutti Camarata of London Records informed us that his firm did not own the master, that it was non-existent, but Whitlock was still around and willing to re-record it. We sent them an acetate dubbing from the original Edison Bell and suggested that they do it with the same instrumentation and arrangement. While ail this was happening, we were still humming and whistling it, and began kicking around some ideas for a lyric.

"An American publication had

Bands at Hotel B.O.'s

Band Hotel	Weeks Played	Covera Past	Total Covers On Date
Freddie Martin Waldorf (400; \$2)		2,550	5,500
Nat Brandwynne Roosevelt (400; \$1.50- Henry Busse Statler (450; \$1.50-\$2)	\$2)3	575 1.100	1,675
Xavier Cugat Astor (850; \$1.50-\$2).	3	4,150	3,500 12,600
			,000

Chicago

Johnny Brewer (Swiss Chalet, Bismarck, 200; \$2 min. \$1 cover). Betty ane Watson and Jerry Austen. Upped slightly to 1,900 tabs.

Eddy Howard (Beachwalk, Edgewater; \$2 adm.). Holding at 13,800

Eddy Howard (Beachwalk, Edgewater; \$Z adm.). Holding at 13,800 admissions.

Frankle Masters (Boulevard Room, Stevens, 720; \$3.50 min.-\$1 cover). Ice Show registered increase to 4,890 covers.

Eddie O'Neal (Empire Room, Palmer House, 500; \$2.50 min.-\$1 cover). Liberace and Modernaires, in last week, upped take to 3,250 tabs.

Bill Snyder (Coilege Inn, Sherman, 500; \$3.50 min.). "Salute" series on the Increase again. Bigger 3,500 covers.

Los Angeles

Eddie Fitzpatrick (Ambassador, 900; \$1.50). With Peter Lind Hayes and Mary Healy. Third wk.; 3,325 covers. Chuck Foster (Bitimore, 900; \$1.50). Twelfth wk.; 2,900 covers, Ted Fio Rito (Beverly Hills, 300; \$4 min.). 650 covers.

Location Jobs, Not in Hotels

(Chicago)

Cee Davidson (Chez Paree, 500; \$3.50 min.-\$1 cover). Jackie Miles and Betty Bruce Leaner 2,000 covers.

Lawrence Welk (Trianon; \$1-\$1.15 adm.). Holding well at 11,000

Griff Williams (Aragon; \$1-\$1.15 adm.; 2d wk.). Williams doing okay 10,200 admissions.

Al Trace (Biackhawk, 500; \$2.50 min.). Drop to 1,800 covers,

(Los Angeles)

Ray Robbins (Aragon, Santa Monica; 4th wk.). 6,500 admissions. Frankie Carle (Palladium B., Hollywood; 4th wk.). Four nights, 4,700

Benny Strong (Casino Gardens, Santa Monica; 4th wk.). 10,400 admissions.

Inside Orchestras—Music

Band bookers for South America are burning at statements made by Xavier Cugat recently to the effect that he was paid off mostly in frozen assets on his last swing below the border. Pablo Williams and A. Higuera, booking agency which handled the Cugat tour, flatly contradict Cugat with claims that Cugat received \$45,000 in cold U. S. cash for his engagement in Venezuela aione. Bookers are particularly sore because they want to pact American bands for the Latin American carnival season opening next February, but are meeting resistance. Bandleaders claim they don't want to be paid off in coffee beans.

Rex Riccardi, assistant to James C. Petrillo, prez of the American Federation of Musicians, backed up Gene Krupa solidly recently when two of the maestro's men were invoived in marijuana arrests. Krupa fired both musicians on the spot, but both went to the AFM to force Krupa to give them the required two weeks' notice. Riccardi refused to allow their complaint, and on top of that, refused to allow ballroom promoters who had Krupa's band booked to cancel him out due to the publicity over the case. publicity over the case.

Based upon a poem by Rudoiph Vaientino to songwriter Ditra Fiame, "Candlelight" was published yesterday (Tues.) by Whimsy, Ltd. Date coincided with the 23rd anniversary of the matinee idol's death. Miss Flame is said to have composed the song's music about 25 years ago. She also has converted another Valentino poem into jyric form and supplied the music as well. This number is tagged "One Red Rose." Meanwhile, the tunes will likely benefit from the couple of pix about Valentino which have been announced for production.

RCA-Victor, in a drive to promote interest in its Negro artists, for the first time bought advertising in all four Philly Negro weeklies, Pittsburgh Courier, Afro-American, Philadelphia Tribune and the Independent. Ads were taken to get campaign rolling on "Careless Love," which the Four Tunes have waxed on Victor's new Bluebird label Record company recently hired newsman Joe Baker to contact Philly disk jocks over their alleged failure to piug race platters. Baker will be in charge of the newspaper campaign on "Careless Love."

RCA-Victor and Vaughn Monroe hosted a group of 25 record fans at luncheon and a recording session by Monroe's band last week at Victor's New York studios. Kids were winners of a contest run by Martin Block, WNEW, N. Y. disk jockey, on the subject of "Why I Like Phonograph Records." They lunched on RCA, watched Monroe record and drew a tour through Victor's miniature pressing plant at its 23d street studios.

viewer: "Dear old Billy Whitlock seems to be coming to the front again with his bells and xylophone. Of course, everybody knows that he and Charles Penrose have been doing a music-hall sketch for some time, entitled "Two Old Sports, and that, naturally, has kept Billy to a certain extent out of the record world; however, when he has the opportunity he is back again at the old game and is just as good as ever." (Penrose, like Whitlock, was a specialist at recording laughave of \$2.50 for the nine form

beca even Columbia doesn't do that.

Decca's initial LP release will, of course, include its top-selling album, led off by the "Oklahoma' set, the largest-selling album in the history of the record business. Accompanying that are the "Carousel," "Annie Get Your Gun," and even the new "Jolson Sings Again' set, being released coincidentally with the second film biog on Al Jolson.

Albums, led there are 30 single 1 and 12-inch LP platters on Decca initial list, covering all the perfect classes from \$2.95\$, through \$3.35\$, \$3.85\$, \$4.85\$ and \$5.85\$, the last being Judith Anderson's "Medca album, issued originally as a 7 grpm 12-inch album.

Tape

Tape

Continued from page 15

been occasions in which performers tried so many times that they wearled of the material and lost the spark and spontaniety of performance that makes for a good record.

However, with tape, it's possible to splice out objectionable parts no matter the womanded a banjo solo, there are other dearch, and the splice out objectionable parts no matter the womanded a banjo solo, there are other dearch, and the splice out objectionable parts no matter that makes for a good record.

However, with tape, it's possible to splice out objectionable parts no matter that makes for a good record.

However, with tape, it's possible to splice out objectionable parts no matter how minute, and inserts which demanded a banjo solo, there are other dearch, and the splice out objectionable parts no matter how minute, and inserts which demanded a banjo solo, there are other dearch, and the splice of the material and lost the spark and spontaniety of performance that makes for a good record.

So there sport of the week for the fish was a special special to the splice of the parts of the material and lost the spark and spontaniety of performance that makes for a good as the parts of the material and lost the spark and spontaniety of performance that makes the prese

BERKSHIRE FESTIVAL

Lenox, Mass., Aug. 23. The Berkshire Music Festival

wound up its 14th season to tote up a gross take nudging \$500,000

The Festival drew more than 183,000 visitors who paid an average of \$2.50 for the nine formal concerts of the Boston symphony But these concerts were but orcn. But these concerts were but a small part of the operation, which includes a pre-season Bach-Mozart festival, public rehearsals (at \$1 a throw for the Pension Fund), chamber music concerts, a couple of operas, choral concerts and unnumbered student activities. orch.

Top audience figure was reached at an evening concert of fering Heifetz as soloist, when nearly 16,000 turned up.

Richard Himber's orchestra opens at Shamrock hotel, Houston, to-morrow (Thursday) for three weeks. Glen Gray's orchestra pre-ceded Himber and will play three weeks of one-night stands before leaving Texas.

Jocks, Jukes and Disks

By BERNIE WOODS

king Cole "Land of Love" (Capitol). Another Eden Ahbez ("Nature Boy") tune, "Land of Love" is very impressive and a possible hit. Full of the same structural characteristics as "Boy," Ahbez's tune gets an excellent performance from Cole and fit doesn't sell it won't be his fault. He's backed by a bank of fiddles and other musical color framing a really understanding vocal.

Fred Waring's Pennsylvanians "Trees". "Hymn To Music" (Decca). Waring's huge choral society did a job on "Trees" that won't make the standard a new hit, but one that belongs in every discerning jock's library. Waring's arrangements of music like this and his group's performances of them seem to burnish and inject new and different life. Reverse is material that doesn't make half the impression, though well cut.

Tex Beneke "Blues In the Night March"."One Who Gets You" (Victor). Another of Glenn Miller's wartime march arrangements of standards, similar to the "St. Louis Blues March," which was a hit for Beneke a while back. This one's not as good, but it's well played and it might happen. Flipover brings up a medium bounce tune ploed by Beneke and the Moonlight Serenaders that's fair.

Jack Owens "Jealous Heart". "Dime A Dozen," "Your'e The Only One I Care For"."I Wish I Had a Record" (Decca). Jack Owens, of radio's "Breakfast Club," is now a Decca man. He does a fine job on all four of these sides. "Jealous Heart" cutting a swath that's better, vocal for vocal, than Al Morgan's. "Dime A Dozen," a new tune that varies widely with different artists, is good. "You're The Only One," ballad on which Owens is cowriter, seems like an excellent tune that can move on its own power. It's backed by a rhythm item that is okay.

Les Brown "Joltin' Joe DiMaggio". "Now a power or eight years ago, far enough back to be new to mest locks. At any rate, aside from the timely baseball import of the "Joltin" is dated at all. Band choruses and Betty Bonney vocals. Serenade" is another bounce bit almed originally at coinmachines. heter tittle. It's okay.

Platter Pointers

Percy Faith put a lot of guts, fiddle-wise and otherwise, into his outstanding diskings of "Deep Purple" and "Oodles of Noodles," a string-crazy thing that will be well-played by locks. Milt Herth sliced a sharp instrumental version of "Last Mile Home" (Coral), with beat-men assisting his organ Deeca released "Blue Skirt Waltz" by Guy Lombardo, not exactly the equal of Frankie Yankovie's (Columbia) Good disk for je 'ca and Jukes, too, is Phil, Harris', "Is It

Bing Crosby "You're In Love With Someone" "Top of The Morning" "Oh, Tis Sweet To Think" "The Donovans" (Decca). Four tunes from Bing's forthcoming "Top O' The Morning" film. Top Jock, juke and sales sides are the first two, by Johnny Burke-Jinmy Yan Heusen. "Someone" is a swell ballad with a sharp chance at hit dom, and Crosby does it with rare touch. It stands out. "Morning" is a light rhythm item with an Irish tang. "Sweet To Think" a slow ballad dueted with an unbilled female, and "Donovans" one of those infectious Irish items. They're play, Jeffry Alexander Chorus and Victor Young's orchestra accompany.

Frank Sinatra "Let Her Go. Let Her Go, Let Her Go" "Wedding of Lillii Marlene" (Columbia). "Let Her Go" is the disk about which there's been so much discussion and argument over release dates. A slow ballad, smoothly and accurating songs), the tune has an excellent chance to hit for jocks and paparently has resumed 'rehears-ring songs), the tune has an excellent chance to hit for jocks and whorns apparently has resumed 'rehears-ring songs), the tune has an excellent chance to hit for jocks and whorns apparently has resumed 'rehears-ring songs), the tune has an excellent chance to hit for jocks and whorns apparently has resumed 'rehears-ring songs), the tune has an excellent chance to hit for jocks and whorns apparently has resumed 'rehears-ring songs, the tune has an excellent chance to hit for jocks and whorns apparently has resumed 'rehears-ring songs, the tune has an excellent chance to hit for jocks and whorns apparently has resumed 'rehears-ring songs, the tune has an excellent chance to hit for jocks and colicks.

Three Suns "Scotch Hot" "The Windmill's Turning" (Victor): Sunshine' (Victor): Julia Lee, "You and the proposed that jocks will find much use for, but it doesn't capture the spark that marks Whitlock's London version. "Windmill' is a cute corn tune that works up an accornaging audience whisle. Sunspots ride the vocal.

King Cole "Land of Love" (Captol). Another Eden Ahbez ("Nature Boy") tune

Album Review

Album Review

Vaughn Monroe "Silver Lining
Songs" (Victor). Monroe's latest album consists of six standard tunes
included in the Warner Bros. film,
"Look For the Silver Lining."
They're solid vocals individually
for the coin-tonsiled Bostonian, together they're a leadpipe cinch to
make some sales noise. Tunes are:
"Look For the Silver Lining,"
"Kiss In the Dark," "Who," "Shine
On Harvest Moon," "Time On My
Hands" and "Avalon." Monroe is
aided by the Moon Maids, and his
full band, with strings, if any of
the sides is standout they are the
title tune, "Kiss" and "Who."

JEALOUS HEART (Acuff-Rose)

Best British Sheet Sellers

(Week ending Aug. 13)
London, Aug. 16, Riders in the Sky Morris
Wedding of Lilli Box & Cox
Again . . . F. D. & H.
"A" You're Adorable Connelly
Red Roses . L. Wright
Lavender Blue . . Sun
Buy Killarney . P. Maurice
12th Street Rag . . Chappell
Candy Kisses . . . Chappell
Carless Ilands . Morris
While Angelus Ring Southern
Forever and Ever F. D. & H.

Second 12
Put Shoes on Lucy Gay

Second 12
Put Shoes on Lucy Gay
Echo Told Me Lie. Chappell
Blue Ribbon Gal. Dash
Put 'Em in Box Connelly
It's Magie. Connelly
Strawberry Moon. Yale
Cuckoo Waltz. K. Prowse
Leicester Square Rag Norris
Dreamer with Penny Magna
Confidentially New World
I Don't See Me Connelly
Everywhere You Go Chappell

Some Majors Eye Non-Plug Songs To Give 'Em Ride

Some of the major recording companies are aiming to help sales by making a try at creating hits with non-plug material held by music publishers.

music publishers.

At least two of the majors in recent weeks have approached various pubs on the idea of the latter digging out material possibly worthwhile enough to record. And part of the deal is that the recorders want special royalty rates on the stuff they do record. Pubs feel that the reduced-rate idea is reasonable, especially since it's probable that the tunes they can dig up would not be recorded at all under normal circumstances, or not unless it particularly suited some browsing artist with a disk contract.

Lou Levy, manager of the Andrews Sisters and head of Leeds Music, left for the Coast over the weekend, picking up the vocal trio in Chicago, to help prepare them for the resumption of their Campbell Soup broadcasts (CBS) Aug. 29.

Cap, M-G-M, London Report Lags Over 1st Qtr., But Top Last Year

Team Dinah, Morgan

Dinah Shore and Ray Morgan have been teamed by Columbia on a pair of sides, one hillbilly, one a pop tune, as answer to Capitu putting Margaret Whiting and Jim-

putting Margaret Whiting and Jimy Wakely together on a platter.
Miss Shore came to Nashville
Saturday (20) to hold the recording sesh with Morgan, who is tied
here by his job on NBC's "Grand
Ole Opry."

MONROE BACK ON TOP WITH 'SOMEDAY' DISK

Asbury Policy
Asbury Park, Ang. 23.
Reddiker Bros., who have operated the band policy at Convention Hall here for the past couple of seasons on a full-week basis, probably will reduce that next year. Promoters are already talking with band bookers about a two-day style of operation—Priday and Saturday evenings. Some mention has been made, too, that the pair, who operate numerous enterprises in this town, are trying to set up a deal with Pleasure Beach Park, Bridgeport, under which they will try to buy bands on a three-day weekend basis, playing them two days at Asbury, and Sunday at Bridgeport.
Reddikers have dropped a fair wad promoting at Convention Hall this season.

Capitol, M-G-M and London labels all turned out quarterly royalty statements for the period ending June 30 that were lower than the preceding quarter, pointing up the depths of the summer biz lag. Curiously enough, however, in each instance the disbursements to publishers were in all instances either higher or on a par with the total paid out for the second quarter of '48, indicating this year's slump was not as deep as last year's despite the louder wailing of the cur-

spite the louder wailing of the current seasonal drop.

Figures can lie, of course, in the returns of individual companies, because one hit disk or the lack of one can fluctuate comparative figures greatly. But for all three firms currently reporting to better or hold their own with last year is curious.

WITH 'SOMEDAY' DISK

Vaughn Monroe, who occupied the top slot on RCA-Victor's best-seller lists for weeks with his disking of "Someday," published by Leeds Music, backed by "And It Still Goes," by Shapiro-Bernstein.

Since 'Riders' was issued in April, Monroe has held down Victor's No. 1 sales position almost without a break, excepting for the period in which Perry Como's coupling of "Some Enchanted Evening" and "Bali Hall," from "South Pacific," took over.

Reddiker Bros. Plan

To Cut Asbury Policy

Asbury Park, Ang. 23.

Reddiker Bros, who have operated the band policy at Convention Hall here for the past couple of seasons on a full-week basis, probably will reduce that next year. Promoters are already talking with band bookers about a two-day style of operation—Friday and Saturday evenings. Some mention has been made, too, that the pair, who operate numerous enterprises in this town, are trying to set up a deal with Pleasure Beach Park, Bridgeport, under which they will

Disk Jockey Review

SAMMY TAYLOR SHOW 3 Hrs.: 11 a.m.; Mon.-thru-Sat. Participating KWJJ, Portland, Ore.

Farticipating
KWJJ, Portland, Ore.

For a good number of years,
Sammy Taylor had the top evening
record show in this vicinity. He
was known as the "Little Man Behind the Eight Ball" and titled his
show "Fashlons in Music." His
"makes ya wanna listen" voice
brought more and more listeners,
plus more and more listeners,
plus more and more listeners,
plus more and more flosteners,
plus more and more flosteners
postion and the flosteners
his starting in radio, Taylor has all
king more flowers and flosteners
his action flosteners.

He started his shows the same

good in this short time.

He started his shows the same as his night spot, having requests, transient celebrities—and, of course, his voice. Jantzen Beach Park, then installed a new idea into its swimming pools and asked Taylor to work the deal for them. Twice a week, the Sammy Taylor Show is broadcast direct from the pool at Janzten Beach Park, where they feature "Music Under Water."

One day a week, he broadcasts

they feature "Music Under Water."
One day a week, he broadcasts from the Arthur Murray dance studios. He has the Sammy Taylor "Teen Age" Club, which gives lessors at a greatly reduced price. For two hours during his show, he spins records with regular commercials, and the members of his club get lessons to the tunes of his platters. Following hour a special dance is held for all members.
On one other day a week. Taylor

ders. rollowing hour a special dance is held for all members.

On one other day a week, Taylor fills up a soft-drink truck with two quarts of gas. The driver of the truck starts driving around town. Taylor and the engineer are with him, conducting their show right from the truck. The truck continues to prowl from one neighborhood to another until it runs out of gas. Taylor gets out of the truck and informs the lady of the house where the trucks stops that she is the winner of the day. The housewife is put on the air while she is loaded down with prizes.

The rest of the days, the show is broadcast direct from the studio, playing top tunes, answering requests, and interviewing transient celebs.

VARIETY 10 Best Sellers on Coin-Machines. Week of Aug. 20 SOME ENCHANTED EVENING (13) (Williamson) | Perty Como Victor | Frank Sinatra Columbia

2. YOU'RE BREAKING MY HEART (2) (Algonquin) Vic Damone Mercury

2. TOURE BREAKING MT HEART (2) (Algoridum)	vic Dumone Mercury
3. ROOM FULL OF ROSES (5) (Hill & Range)	Sammy Kaye Victor Dick Haymes Decca
4. WONDERFUL GUY (10) (Williamson)	Margaret Whiting Capitol
	Frank Sinatra Columbia
6. AGAIN (23) (Robbins)	Tommy Dorsey Victor Gordon Jenkins Decca
	Vic Damone Mercury Vaughn Monroe Victor
i Mibbles IV The Ske (II) (Mollis)	Burl Ives Columbia
8. BALI HA'I (10) (Williamson)	Perry Como Victor Bing Crosby Decca
6 T DOLUG CEE SEE (14) (Laurel)	Gordon Jenkins Decea
	Perry Como Victor
10. FOUR WINDS, SEVEN SEAS (2) (Lombardo)	Sammy Kaye Victor Guy Lombardo Decca
Second Group	
	Dick Haymes Decca
MAYBE IT'S BECAUSE (Triangle)	Connie Haines Coral
SOMEDAY (Duchess)	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
BABY IT'S COLD OUTSIDE (Melrose)	
YOU'RE SO UNDERSTANDING (Barron-Pemora)	
LET'S TAKE OLD FASHIONED WALK (Berlin)	
NOW THAT I NEED YOU (Famous)	
YES YES IN YOUR EYES (Remick)	
HOMEWORK (Berlin)	Fran Warren Victor Dinah Shore Columbia
SOMEHOW (Algonquin)	Billy Eckstine M.G.M
HOW IT LIES (Morris)	
	(m Mantin Mintor
CIRCUS (Massey)	Dick Haymes Decca
CRYING (Greenwich)	Billy Eckstine M.G.M
THATE MY WEAKNESS NOW (Shapiro-B)	Russ Morgan Decca
WEDDING LILLI MARLENE (Leeds)	Gordon MacRae Capitol (Steve Conway Harmony
	I otter Contady Attimony

[Figures in parentheses indicate number of weeks song has been in the Top 10.]

| Steve Conway Harmony | Al Morgan London

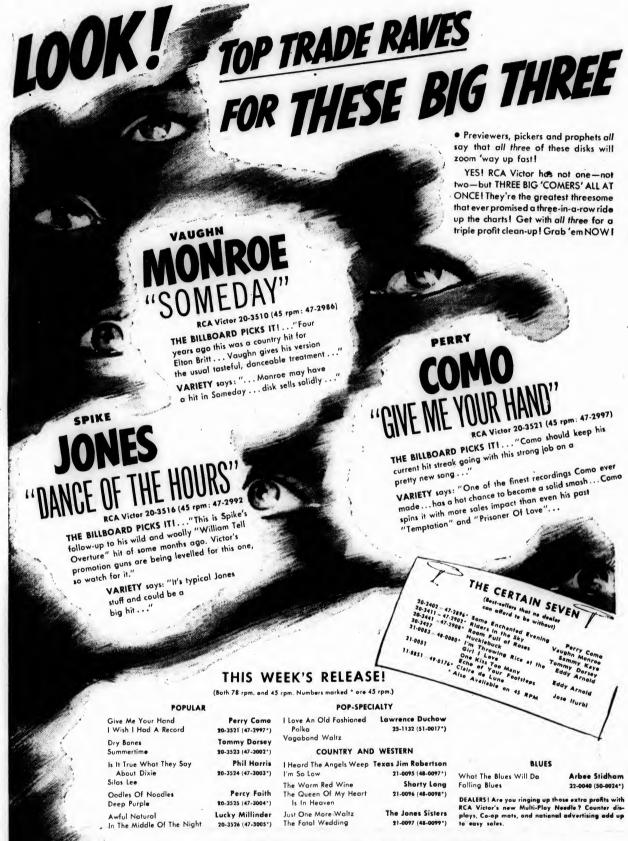
ov Record

AS POLLED VIA LEADING U. S. "REQUEST" DISK JOCKEYS



× WEEK

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1 1 1 1 1 1 1 1 1 1	menti	s those on top. Ratings are c m. 9 for a No. 2, and so on do to week to present a compre-	omputed on th wn to one poin hensive picture	he basis of 10 points for a No. 1 nt. Cities and jockeys will vary e of all sectors of the country.	AUG. 20	a xon—V rescott-	Kose—		—uosuo	7—Jinay	Taylor-		(—aəli V	40-2
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1 1 1 1 1 1 1 1 1 1			Victor	Some Enchanted Evening	Williamson ASCAP	6 3					1			1 152
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1 1 1 1 1 1 1 1 1 1	1	1		Four Winds and Seven Seas	Lombardo ASCAP			:	4	7	7	9	7 1	94 0
1 10 Variation Names Name N			Decca	Maybe It's Because		5 4	1 8		:			:		36
1 8 Roll Foreign Committee Committ			Victor	Riders in the Chy	United	7	5 10 4			4				35
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High Paper Control Con				Dreamy Old New England Moc	Α	5	:	:				9	1	24
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A 8 Fran Waren Victor Homework Berlin ASCAP 4 1 2 5 Kenny Roberts Coral I Never See Margie Alone Berlin ASCAP 1 2 1 Wynonich Harris King December Columbia A Word of Levels ASCAP 1 2 2 Vie Danone Mercury Again Columbia A Word of Levels ASCAP 1 6 3 3 Majorie Harris Columbia A Word of Levels Columbia A Word of Levels ASCAP 1 6 3 3 Majorie Harris Mercury Williams ASCAP 2 7 3 3 Majorie Harris Mercury Williams ASCAP 9 8 7 3 3 Majorie Harris Mercury Williams ASCAP 1 8 7 3 5 Stee Conway Harris Wallance A Lill Marlene Lecés ASCAP 1 8 7 3 5 Stee Conway Harris Mari			Capitol	A Wonderful Guy	A dome	1						:		13
2 Ferry Come Victor An Old Fashoned Malk Berlin ASGAP 4 2 1 Wynolie Harris King Drinkling Wine Spodee Odee Leeds ASGAP 1 7 22 Vis Damone Alexan Asgard 8 6 7 22 Vis Damone Asgard 8 7 9 3 Na Jorie Hughes Columbia Vind a Lie Bourne ASGAP 9 8 30 Vis Damone Metury Williams ASGAP 9 8 7 30 Vis Damone Metury Williams AsGAP 9 8 7 30 Vis Damone Metury Williams AsGAP 9 8 7 31 King Con Trio Capitol That's We Baby Bourne AsGAP 9 9 31 King Cole Trio Capitol That's We Bab Bourne AsGAP 9 9 32 Leets As	23.A		Victor		AS	ıc	0 10					6	10	13
7 29 Writing betweets Cotal I were betweet ASCAP 1 7 22 Wie Damone Mercury Again Feeds ASCAP 1 6 7 22 Wie Damone Mercury Again ASCAP 6 6 3 A Mary Martin Columbia Awonderful Guy Bourne ASCAP 2 7 7 8 30 2 Vie Damone Columbia Awonderful Guy Massey 8 7 7 9 7 8 8 7 8 8 7 8 8 7 8 8 7 8 8 8 7 8 8 8 7 8 8 8 7 8 8 8 7 8			Victor	An Old Fashioned Walk	Berlin ASCAP		4				9			12
7 22 Vie Damonte Mileraly Again Figures ASCAP 1 9 4 Mary Martin Columbia Avance Case 6 9 2 Vis Damonte Nectury My Boleto Williams ASCAP 2 18 3 2 Vis Damonte Mercury My Boleto Milliams ASCAP 9 8 7 9 18 3 Steve Conway Harmony Wedding of Lill Marlene Leeds ASCAP 9 8 7 9 35 3 Steve Conway Harmony Wedding of Lill Marlene Leeds ASCAP 9 8 7 9 35 3 Steve Conway Harmony Wedding of Lill Marlene Leeds ASCAP 9 8 7 9 35 3 Steve Conway Wedding of Lill Marlene Frances ASCAP 9 8 7 9 10 Charrijeers Columbia Neir Sand Remic		1	Coral	Drinking Wiles Co.	Bourne ASCAP		:		:					10
4 Mary Martin Columbia A Wonderful Guy Williams ASCAP 0 30 2 Victorundia Volumbia You Total a Life Bourne ASCAP 2 18 3 Tony Martin Victor Clumbia You Total a Life Bourne ASCAP 9 8 7 8 18 3 Tony Martin Victor Clumbia Now Heading of Lili Martene Lices ASCAP 9 8 7 8 3 Steve Conway A Riss and a Rose Bourne ASCAP 9 8 7 8 3 Doris Day Columbia Now That I Need You Famous ASCAP 2 2 20 11 Frank Sinata Columbia A Kiss and a Rose Rein Your Ess Remirk ASCAP 4	25C 7		Mercury	Again	: 0				:					10
30 3 Marjorie Hughes Columbia You Told a Life Bourne ASCAP 2 18 2 Vir Damone Mercury Mercury Mercury 7 9 18 3 Tony Martin Victous Massiphos 8ASCAP 9 8 18 3 Tony Martin Victous Mill Marlene Leeds ASCAP 9 9 35 3 Doris Day Columbia Need You Panne ASCAP 2 2 20 11 Charles Columbia A Kiss and a Rose Monthlia ASCAP 2 2 20 12 Carmer Columbia A Kiss in Your Eyes Remick ASCAP 5 3 20 12 Carmer Carmer Room Full of Roses Hill-Range BMI 4 4 4 4 20 12 Carmer Carmer Room Full of Roses Hill-Range BMI 4 4 4 4 4 4 4 4 4 4 4	25D		Columbia	A Wonderful Guy	Williams		:						9	10
130 2 Vir Damone Mercuty Wy Bolero Shapiro-B ASCAP 9 8 7 9 18 3 Steve Conway Harmony Victor Circula ASCAP 9 8 7 9 18 3 Steve Conway Harmony Wedding of Lili Marlene Lecds ASCAP 10 2 9 20 1 Frank Columbia A Kiss and a Rose Mogali ASCAP 2 9 20 1 Frank Sinate Columbia A Kiss and a Rose Mogali ASCAP 2 2 20 1 Frank Sinate Columbia A Kiss and a Rose BMI ASCAP 5 2 20 1 Frank Sinate Decca Round Fount ASCAP 4 4 4 A A 4 A A A A A A A A A A A A A A A A A A <t< th=""><th></th><th></th><th> Columbia</th><th></th><th>. Bourne. ASCAP</th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th>10</th></t<>			Columbia		. Bourne. ASCAP									10
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35 3 Doris Day Columbia Next I Need You Famous ASCAP 2 20 I Frank Sinaters Columbia A Kiss and a Rose Mogull ASCAP 2 20 I Frank Sinate Columbia Sone Enchanted Evening Williamson ASCAP 5 21 Carmen Decca Room Full of Roses Wouling SCAP 5 2 Dick Haymes Decca Room Full of Roses Hill-Range BMI 5 4 Orioles Jubilee I Challenge Your Kiss Duchess BMI 4 4 Orioles Jubilee I Challenge Your Kiss Duchess BMI 4 4 Orioles Jubilee I Challenge Your Kiss Duchess BMI 4 4 Orioles Jubilee I Challenge Your Kiss Duchess BMI 5 4 Orioles Olumbia There's Yes, Yes in Your Eyes Remick ASCAP 4 4 Tony Pastor Columbia There's Yes, In	30D		Capitol	That's My Baby		10	6	:				:		6
10 Charloteers Columbia A Kiss and a Rose Mogull ASCAP 2 Carmier Cavallara Columbia Some Enchanted Evening Williamson ASCAP 2 Carmier Cavallara Decca Room Full of Roses Hill-Range BMI 4 Dick Haymes Decca Room Full of Roses Hill-Range BMI 4 Orioles Jubilee I Challenge Your Kiss Duchess BMI 4 4 Orioles Jubilee I Challenge Your Kiss Duchess BMI 4 4 Orioles Jubilee I Challenge Your Kiss Duchess BMI 4 4 A Tony Pastor Victor Glumbia There's Yes, Yes in Your Eyes Remick ASCAP 4 5 4 Tony Pastor Columbia There's Yes, Yes in Your Eyes Remick ASCAP 6 1 Brank Sinate Columbia There's Yes, Yes in Your Eyes Remick ASCAP 6 3 Stafford-G, MacRae Columbi			Columbia			7	6						¥:	6
20 I Frank Sinatra Columbia Some Enchanted Evening Williamson ASCAP 9 Dick Haynes There's Yes, Ves in Your Eyes Remick ASCAP 9 Dick Haynes Decca Room Full of Roses Hill-Range BMI 4 4 Orioles Jubilee I Challenge Your Kiss Duchess BMI 4 2 Nills Bros Decca Sower Laurel ASCAP 4 48 2 Perry Como Victor Glumbia If All Depends On You Crawford ASCAP 6 5 4 Tony Pastor Columbia If All Depends On You Crawford ASCAP 6 1 Frank Sinatra Columbia If All Depends On You Crawford ASCAP 6 9 J. Stafford-G. MacRae Capitol One and Only Highland Fling H. Warren ASCAP 9 J. Stafford-G. MacRae Brail Hai ASCAP 7 17 14 Perry Gen-Hot Lips Page Harmony <			Columbia		1 .1				2					50
9 Dick Haynes Decca Rote of Roses Fill-Range BMI 5 4 Orioles Jubilee I Challenge Your Kiss Duchess BMI 4 2 Mills Bros Jubilee I Challenge Your Kiss Duchess BMI 4 48 2 Perry Conversion Sondeday Duckess BMI 4 A 48 2 Perry Conversion Victor Glumbia IV All Depends On You Crewford ASCAP 6 6 5 4 Tony Pastor Columbia IV All Depends On You Crewford ASCAP 6 6 6 7 1 Dinah Shord-G. MacRae Columbia IV All Depends On You Crewford ASCAP 6 6 6 7 9 J. Stafford-G. MacRae Capitol One and Only Highland Fling H. Waren ASCAP 6 7 1 Bill Darhell Coral So Much Decca Driedd ASCAP 7 43 Per Baile-Hot Lips Page Hambriden Victor Bail Hai ASCAP 7 1	20		Columbia	Thora's Vec Ver is Very	nos					2				6
4 Orioles Jubilee I Challenge Your Kiss Duchess BMI 4 2 Mills Bros Decca Someday Duchess BMI 4 4 48 2 Pills Bros Decca Someday Duchess BMI 4 4 45 4 Tony Pastor Victor Remick ASCAP 4 5 1 Frank Sinatra Columbia The Nour Eves Remick ASCAP 6 1 Dianh Short Columbia A Long and Sleepless Nikg H. Warren ASCAP 6 9 J. Stafford-G, MacRae Caplubia A Long and Sleepless Nikg H. Warren ASCAP 7 1 Bill Darhell Coral So Much Bee BMI 7 43 2 P. Bailey-Hot Lips Page Harmony The Hucklebuck United ASCAP 7 17 14 Perry Como Victor Bill Hail Wictor Willer Willer ASCAP 3 Guy Lombardo Decca Drecan Drecan Drecan Ascara 10 3 Billy Eckstine	301	Dick Haymes	Decca	200	Hill-Range RMI			:				10	. 3	6
2 Mills Bros Ducca Someday Duchess BMI 4 4 45 4 Perry Conno Victor Give Mer Your Hand Laurel ASCAP 4 4 4.5 4 Perry Conno Victor Perse S. Yes, Nes in Your Eyes Remick ASCAP 6 5 5 1 Frank Sinatra Columbia It All Depends On You Crawford ASCAP 6 6 6 7 9 1 Lind Sin Merke Columbia A Long and Shepitess Night Miller ASCAP 6 6 6 7 1 Bill Darkell Columbia A Long and Shepitess Night Willer ASCAP 6 6 8 8 1 Bill Darkell Columbia A Long Hucklebuck United ASCAP 7 7 A 7 A 1 A 1 A A 1 A A A 1 A A A A A	39		Jubilee		Duchess BMI									8
48 2 Pertry Como Victor Give Me Your Hand Laurel ASCAP 4 45 4 Trany Pastor Columbia The All Depends On Your Eyes Remick ASCAP 6 5 1 Dinah Shore Columbia I All Depends On Your Crawford ASCAP 6 6 9 J. Stafford-G. MacRae Capitol One and Only Highland Fling H. Warren ASCAP 7 43 2 Palicy-Hot Lips Page Harmon Wilder NacAP 7 43 2 Palicy-Hot Lips Page Harmon Victor Ball Hai NacAP 7 43 2 Palicy-Hot Lips Page Harmon Victor Ball Hai AsCAP 7 17 14 Perry Como Victor Ball Hai AsCAP 8 3 Guy Lombardo Decca Dreca Armon Victor Balliy Existine NacAAP 10 3 Guy Lombardo London Hop Scotch Polas Cromwell Balliy Kalliya 10 <t< th=""><th>40.4</th><th>2 Mills Bros</th><th>. Decca</th><th></th><th>:</th><th>4</th><th></th><th></th><th></th><th></th><th></th><th>10</th><th></th><th>00</th></t<>	40.4	2 Mills Bros	. Decca		:	4						10		00
Frank Singer		2 Perry Como	Victor	Give Me Your Hand		4								- 1
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9 J. Stafford-G, MacRae Capitol One and Only Highland Filing H. Warren ASCAP 1 Bill Darnell Coral So Much Bee BMI 2 P. Bailey-Hot Lips Page Harmony The Huckebuck United ASCAP 3 Cay Lombardo Victor Decca Dreamy Old New England Moon Leeds ASCAP 3 Guy Lombardo Decca Dreamy Old New England Moon Leeds ASCAP 4 Billy Eckstine M-G-M Love You Berlin ASCAP 5 Billy Eckstine London Hop Secute Polka Cronwell BMI 6 Billy Whitek London That's My Weakness Now Shapiro-B ASCAP 7 Accas ASCAP Bolton Hop Secute Model Hop Secute Model Hop Secute Model 6 Billy Whitek London That's My Weakness Now Shapiro-B ASCAP 7 Russ Morgan Hop Secute Model Hop S	45A	1 Dinah Shore	Columbia	A Tone and Cleanless Night			:	:	:					100
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43 2 P. Bailey-Hot Lips Page Harmony The Hucklebuck United ASCAP 17 14 Perry Como Victor Bail Hai Williamson ASCAP 3 Guy Lombardo Decca Dreamy Old New England Moon Leeds ASCAP 8 1 Billy Eckstine M-G-M Work You Berlin BASCAP 10 1 Billy Whitlock London Hop Scotch Polka Cromwell BMI Page 4R 2 Russ Morgan Decca That's My Weakness Now Shapiro-B ASCAP 9	46A	1 Bill Darnell		So Much	1:								9	2
17 14 Pertry Como Victor Ball Hai Williamson ASCAP 3 Guy Lombardo Decca Dreamy Old New England Moon Leeds ASCAP 8 3 Billy Eckstine M-G-M Berlin BACAP 10 1 Billy Whitlock London Hop Scotch Polka Cronwell BMI 4R 2 Russ Morgan Decca That's My Weakness Now Shapiro-B ASCAP 9		P. Bailey-Hot	Harmony	.The Hucklebuck					7					4
3 Guy Lonnairdo Decca Dreamy Old New England Moon Leeds ASCAP 8 3 Billy Exhstine M-G-M I Lower You BACAP 10 8 1 Billy Whiteok London Hop Scotch Polka Cronwell BMI PM 48 2 Russ Morgan Decca That's My Weakness Now Shapiro-B Shapiro-B 9	17	Perry Como .			nson									4
1 Billy Whitlock London Hop Scotch Polka Cromwell ANCAF 10 48 2 Russ Morean Decca That's My Weakness Now Shapiro-B ASCAP	50.4		M-C-M	Preamy Old New England Moon										* 67
48 2 Russ Morgan Decca	508		London	Hop Scotch Polka	Cromwell BMT	10		. 10	:					62
			. Decca	1 .	Shapiro-B. ASCAP			6						62



The stars who make the hits are on ...

RCA VICTOR RECORDS





Charles

++++ (Musical-Historical Review: 1800-1948) ++++++

Compiled for VARIETY

By JULIUS MATTFELD

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Legends and other basic background information, attendant to the compilation and presentation, appeared in the Oct. 6, 1948, issue when the Variety Song Cavalcade started publication serially. It is suggested that these installments be clipped and filed for future reference.

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1927-Continued

It Was Only a Sun Shower. w., Irving Kahal and Francis Wheeler. m., Ted Snyder. Waterson, Berlin & Snyder Co., cop. 1927. (Successor pub., Mills Music).

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puo., Mills Music).

Jalousie — Jealousy. Tango tzigane for orch. m., Jacob Gaderevised by Walter Paul. Harms, Inc., cop. 1926 by Edition Charles Brull; cop. 1927 by Harms, Inc.

Just a Memory. w., Bud G. Desclva and Lew Brown. m., Ray Henderson. Harms, Inc., cop. 1927.

Just Another Day Wasted Away. w., n. Charles Tobias and Roy Turk. Shapiro, Bernstein & Co., Just Like a Butters.

cop. 1. Like

Turk. Shapiro, Bernstein & Co., Inc., cop. 1927.

Just Like a Butterfly That's Caught in the Rain. w., m., Mort Dixon. Harry Woods. Jerome H. Remick & Co., cop. 1927.

Keep Sweeping the Cobwebs Off the Moon. w., Sam M. Lewis and Joe Young. n., Oscar Levant. Jerome H. Remick & Co., cop. 1927.

Let a Smile Be Your Umbrella on a Rainy Day. w., Irving Kahal and Frances Wheeler. m., Sammy Fain. Waterson, Berlin & Snyder Co., cop. 1927. (Successor pub., Mills Music).

Lovely Lady (Ain't Love Grand). w. Cyrus Wood. m., Dave Stamper and Harold Levy. Shapiro, Bernstein & Co., Inc., cop. 1927.

Lucky in Love (Good News). w., m., Bud G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson. Inc., cop. 1927. (Successor pub., Crawford Music).

Make Believe (Show Boat). w., Noscar Lampuoretais.

Make Believe (Show Boat), w., Oscar Hammerstein, 2nd. m., Jerome Kern. T. B. Harms Co., cop. 1927.

cop. 1927.

Me and My Shadow, w., Billy Rose, m., Al Jolson and Dave Drever, hving Berlin, Inc., cop. 1927. (Successor pub., Bourne,

Miss Annabelle Lee. w., m., Sid-ney Clarc, Lew Pollack and Harry Richman. Irving Berlin, Inc., cop. 1927. (Successor pub., Bourne,

Mississippi Mud. w., m., Harry Barris. Shapiro, Bernstein & Co., Inc., cop. 1927.

Inc., cop. 1927.

Mother (My Maryland), w., Dorothy Donnelly. m., Sigmund Romberg, Harins, Inc., cop. 1927.

My Blue Heaven. w., George Whiting. m., Walter Donaldson. Leo Feist, Inc., cop. 1927.

My Heart Stood Still (A Connecticut Yankee). w., Lorenz Harim., Richard Rodgers, Harms, Inc., cop. 1927.

My One and Only (Funny Face).

Ira Gershwin. m., George

My One and Only (Funny Face).

My One and Only (Funny Face).

w., Ira Gershwin. m., George
Gershwin. New World Music Corp.,
cop. 1927.

A Night in June. w., m., Cliff
Friend. Jerome H. Remick & Co.,
cop. 1927.

O'l Man River (Show Boat). w.,
Oscar Hammerstein. 2nd. m.
Jerome Kern. T. B. Harms Co.,
cop. 1927.

Paree! American version of
"Ca . . . c'est Paris!" w., Leo
Robin. m., Jose Padilla. Harms,
Inc., cop., 1926 by Francis Salabert;
cop., 1927 by Harms, Inc.
Ramona (Film: Ramona). w., L.
Wolfe Gilbert. m., Mabel Wayne.
Leo Feist, Inc., cop., 1927.

Red Lips Kiss My Blues Away.
w., m., Alfred Bryan, James V.
Monaco and Pete Wendling, Henry
Waterson, Inc., cop., 1927. (Successor pub., Mills Music).

Roam On, Little Gipsy Sweetheart. w., m., Francis Wheeler,
Irving Kalhal and Ted Snyder.
Waterson. Berlin & Snyder Co.,
cop., 1927. (Successor pub., Mills
Music).

Russian Lullaby. w., m., Irving

I JUST HEARD SPIKE JONES'

'DANCE OF THE HOURS'

RETAIL SHEET BEST SELLERS

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VARIETY

Survey of retail sheet music sales, based on reports obtained from leading stores in 12 cities and showing comparative sales rating for this and last week.

Week Ending

National Rating

Itu t	1118	Aug. Zu	I S	2	Ä	gî.	1 2	1 2	4	'a	S	3	8	1 4	Ĩ
This wk.	Last wk.	Title and Publisher	New	Chica	Los A	Bosto	St. Lo	San F	Indian	Omah	Kansa	Philad	Minne	Seattle	N
1	1	"Enchanted Evening" (W'mson)	3	1	1	1	1	1	3	2	1	3	1	1	113
2	3	"Room Full of Roses" (Hill-Range)	4	3	9		4	8	4	1	7	8	2	5	66
3	4	"Again" (Robbins)		5	2	2	2	7		5	2		8		55
4	8	"Breaking My Heart" (Algonquin)	1	2		10			1	3		1	5		54
5	2	"Bali Ha'i" (Williamson)		6	6	6	3	10			3			4	39
6	5	"Forever and Ever" (Robbins)	7	7		8	9	4	٠.	7	6	5		8	38
7A	12	"Maybe It's Because" (B.V.C.)	2	9			10		5	8		2		6	35
7B	9	"Old Fashioned Walk" (Berlin)	5		8	4		9	2	10		9	. 6		35
8	12	"4 Winds and 7 Seas" (Lombardo).		٠.	4	9	8	5		6	9			3	33
9	6,	"It's Cold Outside" (Melrose)				3	6			4	4		ah.		27
10	10	"Yes in Your Eyes" (Remick)	10		3		7				8			2	25
11	11	"I Don't See Me" (Laurel)		8	7		٠.		8	9		4	9		21
12	7	"Riders in the Sky" (Morris)		10	10	5		2							17
13A		"I Love You" (Berlin)			5		٠.						3		14
13B		"The Hucklebuck" (United)	• •	••	• •			3			5				14

Berlin, Irving Berlin, Inc., cop.

Sam, the Old Accordion Man. w.

sain, the Old Accordion Man. w.,
m., Walter Donaldson. Leo Feist,
Inc., cop. 1927.
The Same Old Moon (Lucky). w.,
m., Otto Harbach, Bert Kalmar
and Harry Ruby. T. B. Harms Co.,
cop. 1927.

cop. 1927.
Shaking the Blues Away (Ziegfeld Follies of 1927). w., m., Irving Berlin, Irving Berlin, Inc., cop.

1927. Side by Side, w., m., Harry Woods, Shapiro, Bernstein & Co., Inc., cop. 1927. Silver Moon (My Maryland), w., Dorothy Donnelly, m., Sigmund Romberg, Harms, Inc., cop. 1927. Soliloquy, Plano solo, m., Rube Bloom, Jack Mills, Inc., cop. 1926 by Triangle Music Pub. Co; assigned 1927 to Jack Mills, Inc., Sonetimes I'm Happy (Hit the Deck), w., Irving Caesar, m., Vincent Youmans, Harms, Inc., cop. 1927.

Richard Rodgers. Harms Inc., cop. 1927.

Three Shades of Blue—(1) Indigo: (2) Alice Blue: (3) Hellotrope, Piano Solo, m., Ferde Grofe, Paul Whiteman Publications, Inc., cop. 1927. assigned 1928 to Robbins Music Corp.

Up in the Clouds (The Five O'Clock Girl), w. Bert Kalmar, m., Harry Ruby, Harms, Inc., cop. 1927.

The Varsity Drag (Good News), w., m., Bud G. DeSylva, Lew Brown and Ray Henderson, Inc., cop. 1927. (Successor pub, Crawford Music), We Two Shall Meet Again (The Circus Princess), w., Harry B. Smith, m., Emmerich Kalman, Harms, Inc., cop. 1926 by Emmerich Kalman, Julius Brammer and Alfred Grunewald; cop. 1927 by Harms, Inc., what Does it Matter? w., In., Iving Berlin, Irving Berlin, Inc., cop. 1927. (What Do On a Dew-Dew-

lrving E

vashed out parts of Vermont.

What Do We Do On a Dew-DewDewy Day, w., m., Howard Johnson, Charles Tobias and Al Shernan, Irving Berlin, Inc., cop. 1927,
(Successor pub. Bourne, Inc.),
Why Do I Love You (Show Singer." such films as "Seventh Boat), w., Oscar Hammerstein, 2nd, Heaven" (Janet Gaynor and

m., Jerome Kern. T. B. Harms Co., cop. 1927.

cop. 1927.

You Are Mine Evermore (The Circus Princess). w., Harry B. Smith. m., Emmerich Kalman. Harms, Inc., cop. 1926 by Emmerich Kalman, Julius Brammer and Alfred Grunewald; cop. 1927 by Harms, Inc.

You Don't Like It—Not Much. w., m., Ned Miller, Art Kahn and Chester Cohn. Leo Feist, Inc., cop. 1927.

Your Land and My Land (My Maryland). w., Dorothy Donnelly, m., Sigmund Romberg. Harms, Inc., cop. 1927.

Inc., cop. 1927.
Silver Moon (My Maryland), w., Dorothy Donnelly. m., Sigmund Romberg, Harms, Inc., cop. 1927.
Soliloquy. Piano solo. m., Rube Bloom. Jack Mills. Inc., cop. 1926 by Triangle Music Pub. Co., assigned 1927 to Jack Mills. Inc., cop. 1926 by Triangle Music Pub. Co., assigned 1927 to Jack Mills. Inc., cop. 1927.
The Song Is Ended—But the Melody Lingers On. w., m., Irving Berlin, Irving Berlin, Inc., cop. 1927.
Soon (Strike Up the Band). w., Ira Gershwin. Mew World Music Corp., cop. 1927.
Soon (Strike Up the Band). w., Ira Gershwin. Mew World Music Corp., cop. 1927.
Strike Up the Band (Strike Up the Band). w., Ira Gershwin. M., George Gershwin. New World Music Corp., cop. 1927.
Swonderful (Funny Face). w., Ira Gershwin. M., George Gershwin. New World Music Corp., cop. 1927.
"Swonderful (Funny Face). w., Ira Gershwin. M., George Gershwin. New World Music Corp., cop. 1927.
"There's a Cradle in Caroline. w., Sam M. Lewis and Joe Young. m., Fred E. Ahlert. Waterson. Berlin & Synder Co., cop. 1927. (Successor pub., Mills Musico).
There's Something Nice About You. w., Arthur Terker and Alfred Bryan. m., Pete Wendling. Henry Waterson. Inc., cop. 1927. (Successor pub., Mills Musico).
Thos Swell (A Connecticut Yankee). w., Lorenz Hart. m., Richard Rodgers. Harms Inc., cop. 1927.
Three Shades of Blue—(1) Indigo: (2) Alice Blue: (3) Heliotropic plano solo. m., Ferde Grote, Paul Whiteman Publications. Inc., cop. 1927. cosiened 1928 to Robbins.

heart failure during the famed seventh round when Tunney fell to the canvas.

Babe Ruth hit 60 home runs for the Yankees, and slammed out two more during the world series against the Pirates.

Judge Lindsay advocated "companionate marriage."

The U. S. got another chain broadcasting system when Major Andrew White's Columbia Broadcasting System wired up a basic network of 16 stations.

"The Jazz Singer" (Al Jolson) film set up a milestone in film history. It contained dialogue with film, and "talkies" became a new sereen designation.

Floods killed several hundred persons in the Mississippi Valley; a tornado claimed 87 victims at St. Louis; and in New England, disaster tolls rose by several more hundred when rains and floods washed out parts of Vermont.

The Cloche hat was the latest headsger.

Charles Farrell), "The King of Kings" (De Mille production), and "The Patent Leather Kid" (Richard Barthelmess) brought millions of dollars to the box office.

On the legitimate stage were Clegfeld's "Show Boat" (Charles Winninger, Helen Morgan, Jules Bledsoe and Edna May Oliver), "Burlesque," "Connecticut Yankee," "Broadway." "Coquette," "Dracula," "Good News." "Hit the Deck," "My Maryland," "Porgy," "Rio Rita," "The Road to Rome" and "The Trial of Mary Dugan," Clamor went up everywhere to "clean up' legitimate productions guilty of "sex" and "dirt."

Ruth Etting was singing in the "Follies" and Bing Crosby was part of Paul Whiteman's aggregation.

Angela Mia (Film: Street Angel), w., Lew Pollock, m., Erno Rapee, DeSylva, Brown & Henderson, Inc., cop. 1928. (Successor pub., Craw-ford Music).

Avalon Town. w.. Grant Clarke. m., Nacio Herb Brown. San Fran-cisco; Sherman, Clay & Co., cop. 1098

Back in Your Own Back Yard. w., m., Al Jolson, Billy Rose and Dave Dreyer, Irving Berlin, Inc., cop. 1928. (Successor pub., Bourne, Inc.) Button Up Your Overcoat (Fol-

Joseph Company Music)

Music).

Carolina Moon. w. m., Benny
Davis and Joe Burke, Joe Morris
Music Co., cop. 1928. (Successor
pub., Edwin H. Morris).

Chiquita. w., L. Wolfe Gilbert.

Continued on page 52)

A NEW JIMMY McHUGH STANDARD

IT'S A MOST UNUSUAL DAY

Music by . . . JIMMY McHUGH ROBBINS MUSIC CORPORATION

JESSE GREER

Program today Yesterday's

FRANKIE CARLE

(Mills Music)

RCA VICTOR Records

it! Order them by the carload. This one can't miss!

78 RPM

. And "man" that's a "gone" waxing. It "sends" me like symphony never did in the past. In fact, I'm hysterical. You will be too when you hear

45 RPM-

47-2992

LONDON WON'T PRESS FFRR DISKS IN U.S.

London Records says it has no intention of ever pressing its classical FFRR disks, either 78 rpm shellac or Microgroove Long-Playing, in the U.S. London execs explain that, firstly, it isn't easy to obtain the quality achieved by its own pressing plants in London and, secondly, there is a great deal of merchandising prestige attached

of merchandising prestige attached to the "imported" angle of disks shipped here from abroad.

London recently concluded a deal with the Webster Record Co., Webster, N. Y., under which the indie factory will press London platters here. It was at first opined that eventually Webster would make LP and 78 classics for London. But London now says the factory will press only 78 pops.

Conn and Garlock Win Pluggers Golf 'Tourney

Two men from the same firmChester Conn and Mickey Garlock
—of Bregman, Vocco & Conn, finished with low-net 66's in the Music
Publishers Contact Employees
eastern golf tourney at Country
Club of New Jersey, Westwood,
N. J., last Wednesday (17). Conn.
with an 86 and a 20-handicap and
Garlock with an 80 and 14-handicap
took both low net and low gross
prizes and were among 32 qualifiers.

MPCE this year went back to its

fiers.

MPCE this year went back to its old match-play-after-qualifying-round system, whereas during the past couple years the tourney was completed in one day on the basis of handicaps. Switch back was due to numerous squawks that abnormally high handicaps gave Class B and C players too much of a head-start on A players. In the past three years no A golfer got close to winning.

Tops of the Tops

Retail Disk Best Seller
"Some Enchanted Evening"
Retail Sheet Music Seller
"Some Enchanted Evening"
"Most Requested" Disk
"Some Enchanted Evening"
Seller on Coin Machines
"Some Enchanted Evening"
Best British Seller
"Riders in the Sky"

St. Nick's Sets Schottler George Schottler has been inked

as general professional manager of Johnny Marks' newly established St. Nicholas Music Publishing Co. Staff will also include a man in Chicago as well as a Coast rep.

Seek \$65,000 Fund For Seattle Symph Seattle, Aug. 23.

Drive has been started by local symphony orch association to raise \$65,000 to insure coming 1949-1950 season. Symphony plans include usual eight Monday night concerts, plus four Thursday night performances at the Metropolitan theatre and two concerts in the Civic aud. Manuel Rosenthal and Eugene Lin-

the \$65,000 does not include an estimated 13 children's concerts, to be conducted by Stanley Chapple, head of the U. of Washington

EDDIE SHAW TO REP GRACE MUSIC IN WEST

Eddie Shaw takes over Coast representation for the new Michael Grace-Jerry Johnson music firm, a Broadcast Music affiliate. Shaw, a New Yorker, will drive west with Johnson this week and move his family out later.

Johnson's firm, incidentally, is named Grace Music, not Johnson Music, as originally planned. Grace had a music firm before, titled David Music, and this outfit became the basis of the new one. Name simply was changed to Grace. Latter is a scion of the Grace Steamship line family. ship line family.

On the Upbeat

New York

New York

Peggy Martin joined Hal McIntyre's orchestra as vocalist .

Jose Curbelo's Latin orch set to
reopen China Doll, Sept. 15. .

Sid Teppe and Roy Brodsky, writers of "Red Roses For a Blue
Lady," have a sequel tilled,
"Thanks Mr. Florist," which Mills
also will handle . RCA-Victor
packaged Tony Martin and Pied
Pipers on an album of tunes from
"Oh, You Beautiful Doll," 20thFox musical . . In line with disputes over release dates. American
Academy of Music last week lifted
all restrictions on record releases
of "The Sunday Song," originally
scheduled for Oct. 1 marketing.

Pittsburgh

Pittsburgh

Roy Stevens orch opens threeweek run at Vogue Terrace on
Monday (29) . . . Peggy Murdoch
quitting singing job with Jimmy
Featherstone's band shortly . . .
Lee Barrett outfit rounding out
week at Kennywood Park following one-nighter by Frankie Yankovic . . honeymooning Billy
Catizone (bride's the former Martha Knight) will wave the baton
again at Terrace Room when remodeling job is completed at William Penn hotel . . Baron Elliott
filling schedule with dance onenighters until his band returns to
staff duties at Station WCAE . . .
Dizzy Gillespie contracted as getaway attraction for Carnival
Lounge in its new location on present site of Hollywood Show Bar.
That'll probably be first week in
October . . . Tommy Carlyn band
back to Bill Green's again, this
time for four weeks. Latest engagement started Friday (19) . .
organist Ernie Neff chalked up
soild year at Hotel Sheraton
Lounge and stays on indefinitely.

staff last week . . . Dick Bradley, head of Tower Records, may move offices to Los Angeles in October . . . Pan-American Record Distributors now handling Mercury Records in Detroit area, with Allied Music Sales dropping distributorship . . . Billy Mills, musical director for Fibber MeGee and Molly, in town visiting friends . . . Buddy Moreno will showback a musical montage type show at the Blackhawk restaurant, teeing off Sept. 7 . . Orrin Tucker set for Peabody hotel, Memphis, Aug. 29-Sept. 10 . . General Artists Corp. booked extensive one-night tour through Wisconsin and Minnesota for Johnny Pecon's polka band, with group doing excellent biz. Pecon formerly played with Frankie Yankovic's polka, outfit and formed his own unit about a month ago, and pacting with Capitol Records last week.

Hollywood

Dmitri Tlomkin signed as musical director for Harry Popkin's "Dead on Arrival" and for Sam Bischoff-Ed Gross' "Mrs. Mike."

.. Al Dale and Maynard Stoate formed a new band-bookery .. Ray Hackett, NBC's Frisco musical director, will conduct the band which backstops Dorothy Shay at her Coconut Grove stand next month ... Leith Stevens is musical director for Filmakers, Inc., Collier Young-Ida Lupino indie pic unit.

Robert Emmett Dalan to NY for



1619 Broadway, New York 19, N. Y. West Coast. 6533 Hollywood Blvd., Hollywood 28, Calif.

SIGNATURE GOING INTO KIDDIE DISK FIELD

Signature Records, which dropped all of its disk output into the 35c class months ago via the Hi-Tone label, is going into the kiddie field with a 45c, unbreakable platter. All 10-inch, the new releases will carry mostly material Signature has had on the shelf, at least to launch the series.

Initial release will consist of stories narrated by actor Victory Jory, "The Story of Celeste." "David and Goliath," "Paul Bunyan" and "Wild Bill," "Little Stories for Little People" is by Monica Lewis, formerly with Signature but now with Decca.

While single disks are tagged at 45c, two-disk, hard-cover albums will go for 98c.

Canadian Musician Guilds in Oct. Meet

Montreal, Aug. 23.
A two-day convention of all musician guild locals of Canada will be held in the Queen's hotel, Montreal, the first week of October. Main point of discussion will be centered around the business of charging nightclub operators, dancehall owners, etc., a much higher scale if they use talent from the U. S. instead of Canadian artists.

the U. S. Insteau of Canadian actists.

Meeting has been called because of several recent incidents where Canadians were not allowed over the border, despite contracts, because of an immigration ruling that classes all musiclans under the 1924 Labor Act.

Walter Murdoch, head of the Toronto local, will represent James C. Petrillo, AFM prez, at convention.

Bregman Abroad

London, Aug. 23.

Jack Bregman, of Bregman, Vocco and Conn, New York music publishers, here on his first trip. Paying regular visits to Louis Dreyfus, head of Chappell's. Then off to Paris and Cannes to see Paul Baron, who is conducting the Maurice Chevalier show there.

Bregman sails for home, Aug. 30, on the Lie de France.

Bregman sails for h 30, on the He de France



FRANKIE LAINE

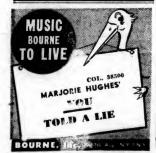
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RETAIL DISK BEST SELLERS

VARIETY

Survey of retail disk best sellers, based on reports ob-tained from leading stores in 12 cities and showing com-parative sales rating for this and last week.

National Rating

Week Ending Aug. 20

-(Sherman-Clay) Stores -(Sherman-Clay) S. Kresge (Pearson) S nsas City-(Jenkins Antonio-(Central York-(Davega neapolis-(Don ton-(Boston ouis-(S. aha-(A.

This wk.	Last wk.	Artist, Label, Title	Ne	Chic	Los	Bost	St. I	Indi	San	O O	Kan	San	Min	Sea	S
1	T	PERRY COMO (Victor) "Some Enchanted Evening"	1	2	5	1	1	5			2	10		1	71
2	3	VAUGHN MONROE (Victor) "Riders in the Sky"	9	8	6	6	4		9		3		3		40
3	10	EVELYN KNIGHT (Decca) "You're So Understanding"	2	3			8	4		3					35
4	2	M. WHITING-J. MERCER (Cap) "Baby, It's Cold Outside"	5				2		3	٠.	1			'	33
5	4	VIC DAMONE (Mercury) "You're Breaking My Heart"	3	1					7	i					32
6	5	TOMMY DORSEY (Victor) "The Hucklebuck"	7				5			2	7			8	26
7	10	GORDON JENKINS (Decca) "Again"	8	7			3					7	6		24
8	10	BING CROSBY (Decca) "Some Enchanted Evening"	10	٠.					2		.,		1		20
9	7	D. HAYMES-TATTLERS (Decca) "Maybe It's Because"	6					8	8		٠.	3			19
10	6	DICK HAYMES (Decca) "Room Full of Roses"	4								6		5		18
11		BUDDY CLARK (Columbia) "You're Breaking My Heart"						1			9			7	16
12	13	INK SPOTS (Decca) "You're Breaking My Heart"					6					1			15
13A		EDDIE HOWARD (Mercury) "Room Full of Roses"		6						4					12
13B	9	FRANK SINATRA (Columbia) "The Hucklebuck"		9		٠.			1						12
13C		D. DAY-F. SINATRA (Columbia) "An Old Fashioned Walk"								٠.					12
14	11	MARGARET WHITING (Capitol) "A Wonderful Guy"					7		4						11
15		FRAN WARREN (Victor) "Now That I Need You"		Υ	1										10
16A		KENNY ROBERTS (Coral) "I Never See Maggie Alone"				2									9
16B		SPIKE JONES (Victor) "Dance of the Hours"						2							9
160	11	SAMMY KAYE (Victor) "Room Full of Roses"										2			9
160	15	FRANKIE YANKOVIC (Columbia "Blue Skirt Waltz"											2		9
16E		G. BONES-R. FORD (Crystalette). "Ain't She Sweet"												2	9
16F	15	TONY MARTIN (Victor) "Circus"			2										9

FIVE TOP ALBUMS

SOUTH PACIFIC Broadway Cast

Columbia

KISS ME KATE Broadway Cast Columbia

SONGS WITHOUT WORDS (Paul Weston Orch) Capitol

MISS LIBERTY CONTINO ALBUM Broadway Cast Columbia

Dick Louring

Magnolia

Disk Best Sellers by Companies (Based on Points Earned)

Label	No. of Records	Points	Label	No. of Records	Points
Victor	7	174	Mercury	2	44
Decca		131	Coral		. 9
Columbia	4	49	Crystalette	1	9
Capitol	2	44			

Cavalcade

Continued from page 50

Mabel Wayne. Leo Feist, Inc.,

m., Mabel Wayne. Leo Feist, Inc., cop. 1928.

Constantinople. w., m., Harry Carlton. DeSylva, Brown & Henderson, cop. 1928 by Lawrence Wright Music Co., Ltd., London; assigned 1928 to DeSylva, Brown & Henderson, Inc. (Successor pub., Crawford Music).

Crazy Rhythm (Here's Howel. w., Irving Caesar. m., Joseph Meyer. and Roger Wolfe Kahn. Harms, Inc., cop. 1928.

Dance of the Paper Dolls. w., m., Johnny Tucker, Joe Schuster and John Siras. M. Witmark & Sons, cop. 1928.

Feeling I'm Falling (Treasure Girl), w., Ira Gershwin, m., George Gershwin, New World Music Corp., cop. 1928.

A Garden in the Rain, w., James Dyrenforth, m., Carroll Gibbons, Gene Austin, Inc., cop. 1928. By Campbell, Connelly & Co., London.

Gather the Rose (The White Eagle), w., Brian Hooker, m., Ru-dolf Friml. Waterson, Berlin & Snyder Co., cop. 1928. (Successor pub., Mills Music).

Honey, w., m., Seymour Simons, Haven Gillespie and Richard A. Whiting. Leo Feist, Inc., cop. 1928. How About Me? w., m., Irving Berlin, Irving Berlin, Inc., cop.

I'm Bringing a Red, Red Rose (Whoopee), w., Gus Kahn, m., Wal-ter Donaldson, Donaldson, Douglas & Gumble, Inc., cop. 1928. (Suc-cessor pub., Bregman, Vocco & Conn).

& Henderson, cop. 1928 by Law. rence Wright Music Co., Ltd., London: assigned 1928 to DeSylva, Brown & Henderson, Inc. (Successor pub, Crawford Music).

Crazy Rhythm (Here's Howe), W. Irving Caesar. m., Joseph Weyer and Roger Wolfe Kahn. Harms, Inc., cop. 1928.

Dance of the Paper Dolls. w., m., Johnny Tucker, Joe Schuster and John Siras. M. Witmark & Sonscop. 1928.

Diga Diga Doo (Blackbirds of 1928). w., Drothy Fields. m., Jimmy McHugh, Jack Mills, Inc., cop. 1928.

Diga Diga Doo (Blackbirds of 1928). w., Drothy Fields. m., Jimmy McHugh, Jack Mills, Inc., cop. 1928.

Don't Hold Everything (Hold Everything). w., m., Bud G. Desylva, Lew Brown and Ray Henderson. DeSylva, Lew Brown and Ray Henderson. DeSylva, Lew Brown and Ray Henderson. p. 1928. (Successor pub., Mayfair Music).

All-t-Way to Heaven. w., All Johnson and Joseph Meyer. Irving Berlin, Inc., cop. 1928. (Successor pub., Burlin Hooker, m., Ruty Moder Co., cop. 1928. (Successor Pub., Bregman, Vocco & Conn.)

I Can't Give You Anything But Love (Blackbirds of 1928). w., Dorothy Fields. m., Jimmy Mcerson, Berlin & Snyder Co., cop. 1928. (Successor Pub., Mills Music).

Disky Stevedore. w., Andy Razaf. m., J. C. Johnson. Triangle Music, Pub., Co., cop. 1928. (Successor pub., Mayfair Music).

Takin't Gut Nobody—and Nobody Care For Me. w., Roger Graham. Spencer Williams. Triangle Music Pub. Co., Inc., 1928. (Successor pub., Berlin & Spencer Williams. Triangle Music Pub. Co., pl. 1928. (Successor pub., Berlin & Snyder Co., Inc., 1928. (Successor Pub., Bregman, Vocco & Conn.)

I Love to Dunk a Hunk of Sponge Cake. w., m., Clarence Gaskill. Waterson, Berlin & Snyder Co., cop. 1928. (Successor Pub., Mills Music).

I Wanna Be Loved By You Good Boyl. w., Bert Kalmar. m., Herbert Stothart and Harry Ruby. Music Pub. Co., cop. 1928. (Successor pub., Bourne, Inc.). (Continued aext week)

RCA'S SPECIAL BALLY ON 2D 49c RELEASE

ON 2D 49c RELEASE

RCA-Victor will host a group of 50 or more New York area disk jockeys tomorrow (Thursday) night at its Exhibition Hall, Radio City, to unveil the second release of Blueblrd (49c) sides. Reason for the party is the fact that Victor's artists and repertoire men are trying new things with the label, in the way of artists and songs, and a great deal of promotion emphasis is being placed on the records contained in the second release.

Jocks will have the recordings played for them and the aims explained, and are to be given copies of each disk. Bluebird initial release, on the market a few weeks ago, consisted only of hit songs performed by non-name artists. Victor is re-emphasizing the idea of using Bluebird solely to market established hits at a cheaper price. It wants to build artists and create song hits, hence the special attention to the second release.

Regent Pushes 'Ribbon,' Its First Picture Tune

Its First Picture Tune
Regent Music, operated by Harry
Goodman and in which maestro
Benny Goodman is a partner, has
taken on its first film melody,
Firm will exploit "She Wore a Yellow Rlbbon," from the RKO picture of the same title, written by
Hep Eaton and M. Ottner.
Regent has taken full title to
the copyright of the song though
there has been considerable litigation over its ownership. Feist
originally owned the copyright, but
passed up the renewal. Jerry Vogel secured a part of the renewal
from the heirs of one of the writers, which is being fought. Meanwhile, RKO has idemnified Regent
against any court action as the result of its taking over the tune and
promotion. promotion.

Tosci at La Scala

Tosci at La Scala
Arturo Toscaini, now vacationing in Italy, will conduct at La Scala, Milan, Sept. 1, and in Venice Sept. 3, and sail for U. S. Sept. 8. He'll open his fall season with the NBC Symphony Orchestra Sept. 21.

Maestro will also conduct the NBC symph in a benefit program (not broadcast) at Ridgefield, Conn., Oct. 7, to aid the Ridgefield Library and Boys Club.

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N. Y. Roxy Mulls Revised Format, With Bob Crosby as Steady Emcee

Roxy theatre, N. Y., is planning a new stageshow format. It is dickering with Bob Crosby to come in as permanent emcee at a reported salary of \$3,500 week. No deal has been set as yet. Crosby recently played a stand there, and apparently impressed the Roxy toppers to the extent of making him this offer.

Valdes, De Castros Set For Havana-Madrid, N. Y., is so resume full-scale opera sept. 9. Miguelito Valdes and the De Castro Sisters been pacted to headline the in

offer.

If this deal fails, house execs may decide upon a different format, whereby the Roxy shows would undergo considerable revamping. At vartious times rumors had it that

vartious times rumors had it that ice shows, choral group and or terp line may be eliminated.

Currently bandleader Paul Ash is handling the introes by climbing from pit to the stage. In the past the Roxy attempted to build personalities through long engagements at the house. First to get the treatment in recent years was Bob Hannon. Anoher attempt was made with Archie Robbins, and still a third try with Carl Ravaza. If Crosby deal goes through, it will be the first time idea will be tried with an established name performer.

Crosby is currently in Detroit, Crosby is currently in Detroit, and is due for a vaude stand in Minneapolis and in Omaha later. He'll probably give the Roxy answer following these dates. Singer before going out on the vaude junket was emcee on radio Club 15 show for Campbell soups.

FIRST TWO-A-DAY BILL SET FOR SEATTLE MET

Seattle, Aug. 23.

Booker Joe Daniels has lined up his first two-a-day bill at the Metropolitan theatre, here, to start Aug. 29. Show will have Tony Martin, Rose Marie, Billy Rayes, Craig. Collins and Ames, Hudson and Sharae, Prof. Lamberti. Estelle Sloan and Jackie Souder's band.

Daniels contends that vaudeville can be sold on its own without the aid of films. Initial show is in the nature of a trial and subsequent bills will depend on gross of his show.

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Managing



For Havana-Madrid, N. Y.

Havana-Madrid, N. Y., is slated to resume full-scale operations Sept. 9. Miguelito Valdes band and the De Castro Sisters have been pacted to headline the initial layout. Line will also return with that narlay. that parlay.

Spot has been operating with non-name acts, sans line during the summer.

Eight-Act Vauders Nudge Bandshows Out of Most Spots

The Palace policy of eight-acters loom as an effective replacement for the band packages. RKO, with its 13 major houses now playing its 13 major houses now playing vaude, has already indicated that the "show of the month" policy will replace the spot bandshows in cities where previously played. The Adams theatre, Newark, which until last season, was a major band buyer, is starting the straight vaude policy Sept. 15.

vaude policy Sept. 15.

There are several reasons for the switch, first being that band displays have lost their b.o. potency in the majority of situations. Another reason is the comparatively low cost of the eight-acters. The Adams, for example, used to spend from \$7.500 to \$10,000 weekly for orchestral and name talent. With the newer policy average will run half that sum.

Another reason making the new

half that sum.

Another reason making the new type operation desirable is the fact the eight-acters are giving the public set of fresh faces. With the bandshows, two or three acts were used frequently, the same repeated when the orch made another stand in that town. The less-expensive turns rarely could break into that category. It's since been discovered that the lesser acts often have as much entertaining power as the middle-bracketed names that were middle-bracketed names that were

used.

In all situations, the straight vaude shows have been doing good business with the RKO circuit getting the heaviest grosses because of tie-in with the N. Y. Palace. The billing-line "Direct from the N. Y. Palace" is apparently worth plenty b.o. in other sections of the country.

The Eddie Sherman office, which will book the Adams, also plans to convert the Rajah, Reading, into a Palace type showcase. This house opens Sept. 22.

'Ice Cycles' for Dallas

Dallas, Aug. 23.

"Ice Cycles of 1949" has been signed for appearance here at the Dallas Ice Arena during the 1949 State Fair of Texas. The revue is expected to open Oct. 8 and close Oct. 24.

The ice show comes here direct from London following a four-months engagement there, which ends Sept. 17. Show is produced by John H. Harris.

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N.Y. STRAND'S FACELIFT PRIOR TO STAGESHOWS

The Strand theatre. N. Y., will close for one week starting Friday (26) for renovations prior to restoring vaudeville Sept. 2. Xavier Cugat orch will provide the stageshow, with the James Cagney starrer, "White Heat" (WB), as screen feature. Layout is expected to run four weeks. Although no followup show has yet been set, it's expected that the Sherman Marks "Salute to George Gershwin" will follow with "Tas Force" on screen.

Marks "Salute to croups of win" will follow with "Tar Force" on screen.

Strand will install new seats, new carpeting and decorations along with a refurbished lobby and marquee.

AGVA to Ask 4A's for 25G Loan. **Cues Retrenchment in Operating Nut**

Artists, which is scraping the bottom of its financial barrel, is slated to make a request for a loan from the Associated Actors and Artistes of America, parent union of all performer guilds, at a 4A meet being held today (Wed.). AGVA reps to the 4A's are expected to ask for around \$25,000 for a revolving loan, terms of which are still to be determined and which will be useo

by the vaude and nitery union.

AGVA's decision to request again for financial assistance from the 4A's follows a two-day meeting of the AGVA executive board which wound up yesterday (Tues.). Meetings were called at the behest of Georgie Price, member of the executive committee and candidate for president of the union, who felt (Continued on page 56)



Opening August 25th

PALACE THEATRE

New York

Just Concluded

COPA CLUB

Pittsburgh

WILLARD ALEXANDER 30 Rockefeller Plaza, New York

Tattlers doing terrific here. Breaking it up every show. Please block me out week in November for them.

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Thanks to-GORDON JENKINS, DAN FRIENDLY and SIDNEY PIERMONT



30 ROCKEFELLER PLAZA, NEW YORK

Aquashow's Boff 40G Average Gross With 15G Profit on Its Biggest Year

amphitheatre in addition to erecting signs on Grand Central Parkway, notifying patrons when the show is sold out. An arrangement between Murphy and the city gives the latter a graduating percentage of the water show's take. New York State has also appropriated coin for the building of a new water stadium at Jones Beach. Scheduled for completion in 1951, the new arena will also be under Murphy's supervision.

Though the amphitheatre uses name personalities, Murphy does not publicize them as drawing cards. His ads are confined strictly to the water shows. Included among the headliners presented so far this season were Henny Youngman, Joe Howard, Buck & Bubbles and the Salici Puppets.

AGENT SLAPS 50G SUIT

Farrington's

ON U.S. EX ICE-TERPER

and the Salici Puppets.

In its fifth year of operation, Elliott Murphy's Aquashow located in the Amphitheatre on the site of the New York World's Fair, is hitting top grosses this year. Contrasting the usual downbeat prevalent during the recent hot weather, Murphy's water show has taken in an average weekly gross of \$40,000 a profit of \$15,000, since opening June 28. According to Murphy this is the Aquashow's lushest year.

this is the Aquasion a year.

Weekly cost of the show, according to Murphy runs about \$25,000, which is practically triple the tab of five years ago. The first two years of operation were at a loss, but in 1947 an upward trend rang up a neat profit, according to the producer. A 3,000-car parking lot and an 8,300-seat amphitheatre accommodate patronage at the water spectacle. Sparked by the currently successful season, Murphy plans adding another 5,000 seats next year. rrently successful another 5,000 at next year.

The New York Park Dept. is



MEMO:

Thanks, Jay sfarshall, for giving Billy Rose's Diamond Horseshoe clientele a taste for clean laughs and tricky entertainment. Best of luck at the Capitol Tarket, Jay, and the Capitol Tarket, John Murray Anderson, Leon Newman. Whew:

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Joe E. Howard Recovers In Time for Ont. Date

Atlantic City, Aug. 23.

Joe E. Howard recovered sufficiently after his collapse at the Steei Pier here, to leave for an engagement at the Elmwood Hotel, Windsor, Ont., which started Mondy (22). The 83 year old singer was unable to perform at the final show at the Bier last Saturday (13) during the record-breaking heat wave. Jean Carroll, also on the bill, substituted. substituted.

Howard's collapse was not due to conditions in the theatre as the Steel Pier is airconditioned and he was not asked to do more than the usual number of shows.

RKO Adds Newark For Spot Bookings

RKO is expanding its "Palace Road Show" policy to include Proctor's theatre, Newark, which tees off Sept. 7, a week prior to the start of eight-act shows at Adams theatre in the same town. It's the Mexico City, Aug. 16.
Breach of contract suit has been fled here for \$50,000 by Harry H. Gould. theatrical agent, against Yolanda Montes Farrington, known as "Tongolele," exotic dancer. She came here as a chorine with "Holiday on Ice" two years ago.
Gould says he inked dancer for two years of dates in the U. S. Cuba and Venezuela on a 20% deal. He figures that her earnings under these contracts would bring him \$50,000. He's suing for the full amount of the anticipated earnings, plus court costs, contending that Miss Farrington's walking out on the deal entiles him to such compensation. Suit was filed by Gould's two Mexican lawyers. Complaint said that she did go to Oakland, Cal., where Gould had booked her, but she didn't play, spending her two weeks there with her mother, then returned to Mexico.

Miss Farrington's lawyers answering said she had to come start of eight-act shows at Adams theatre in the same town. It's the second town where the Palace policy will have the same kind of competition. The Schine house in Syracuse is also using eight-acters along with RKO Keith.

along with RKO Keith.

Circuit is also extending the road show policy to nabe houses in New York. The Alden, Jamaica, will get a Palace vauder, Sept. 21. Other neighborhood houses in the New York area are still to be set. The Newark stop will be part of the "show of the month" plan which RKO has instituted in 13 other towns with a total of 12 weeks playing time. Other stops on the circuit include Boston, Cincinnati, Cieveland, Columbus, Dayton, Syracuse, Rochester, Chicago, Davenport, Ia.; Sioux City, Cedar Rapids, Minneapolis, Kansas City in addition to the Palace, N, Y.

The Palace units have been suc-

The Palace units have been successful wherever played and RKO is planning further expansion. All houses will get one show monthly, with the exception of Boston which will get the layouts more frequent-

RKO is also planning the third and fourth units, to open late Sep-tember and latter part of October, Talent for both packages are being lined up.

Miss Farrington's lawyers answering said she had to come back here because she owed \$3,000 to the Follies, local vaude-revue theatre, and having no money to iquidate the debt must play it out. She's currently headlining at the Follies. Her lawyers argue that Gould has no case because his lawyers filed the charge against the dancer under a section of the Mexican civil code that applies only to merchants, and that a performer does not come within confines of the law. Gould's lawyers obtained an in-Pitt's Vogue Terrace Pacts Sophie Tucker

Pacts Sophie Tucker

Pittsburgh, Aug. 23.

Vogue Terrace, theatre-restaurant about 15 miles from downtown is going to splurge on names with opening of fail season after an indifferent summer. Owner Andy Chakeras has booked in Sophie Tucker to launch the parade week of Sept. 12, and he'll follow with Benny Goodman on 26th.

Frankle Yankovic and his polka band come in Oct. 3. Jimmy Dorsey a week later and Billy Eckstine on Oct. 24. Vogue Terrace managed to corral only three top-rankfines of the law.

Gould's lawyers obtained an injunction preventing Miss Farrington to leave Mexico until the case is decided. Court granting the writ agreed with Gould's counsel that the dancer has ample work in Mexico and rejected her lawyer's plea that she must be allowed, as a theatrical artist, to come and go freely.

on Oct. 24. Vogue Terrace managed to corral only three top-ranking attractions during the warm months. Ted Lewis, Martha Raye and Sammy Kaye, and all of them did big biz. Otherwise, it's been plenty spotty in this 1.100-seat

Midwest Dates

Chicago, Aug. 23.
Sid Harris of Mutual agency has set the Judy Canova unit for midwest auditorium dates including Evansville, Ind. St. Louis, Kansas City, Denver, Omaha, and Wichita Falls with teeoff Aug. 25. Jerry Turk headline the Sept. 9 Silver Froiics bill. Charles Tucker, London agent, in iooking over talent for European dates. Arlene Foreman taking over as Charles Hogan's office manager. Paul Gray is revising his nitery act for theatres. Benny Dunn joins the Phill Tyrrell agency as video director.

Phil Tyrrell agency as video director.

Jackie Miles into the El Rancho,
Los Vegas, tonight Anita Mariell set for Henry Grady Hotel,
Atlanta, Sept. 8. Marilyn Maxiell replaces Celeste Holm on the
Chicago bill Aug. 26 with the
Mahoneys added Shyrettos and
Clifford Guest booked for the Corn
Palace Fair. Sept. 18. Amazing
Saxon has had his option picked up
at the President hotel, Kansas City
Jo Stafford moved her Chicago
theatre date back to Sept. 23 with
Sid Caeser taking over former spot,
Sept. 9.

Aussie Coal Strike Booms Show Biz In New Zealand, Gets Top Talent

Christchurch, N. Z., Aug. 15.

New Zealand show business is undergoing an unparalleled revival according to Jerry Grey Jeanne Francis & J. U. S. act, which is making a vaude tour here. Never before, he points out, have there been so many traveling units in this country. Business is excellent and almost all shows are sellouts.

Responsible for the flesh renaissance is the recent Australian coal strike. Aithough the walkout has now been adjusted by government authorities, a severe power shortage which closed most Aussie the-

almost all shows are seilouts.

Responsible for the flesh renaissance is the recent Australian coal strike. Aithough the walkout has now been adjusted by government authorities, a severe power shortage which closed most Aussie theatres caused a migration of acts to New Zealand during the past month. month.

In an attempt to keep his imported acts working, Tivoli circuit chief Dave Martin shipped two complete shows for swings through New Dave Martin snipped two combete shows for swings through New Zealand and routed one revue to Tasmania. Prior to the strike Mar-tin shelled out fantastic coin to bring in overseas turns. His deals guaranteed talent paid round trip transportation.

Martin's outlay is usually such a staggering amount that unless he gets it back via the artists playing

PALL QUARTET APPEALS IMMIGRATION SNARL

Washington, Aug. 23.
Appeal has been made by a board of examiners of the Immigration Bureau to permit entry of the Irving Pail quartet into the U. S. from Canada. Jonas T. Silverstone, representing the act, appeared Monday (22) before the examiners asking for a reversal on the ground that the quartet's entry does not violate the Contract Labor Act which forbids importation of musicians.

Silverstone argued that the group works as an act using musical instruments as props only. He declared that when the quartet wasn't permitted entry into this country, they were replaced by several acts at the Latin Casino, Philadelphia, where they were scheduled to work. At no time, he added, were musicians displaced. Silverstone asked the board to admit the group also on the ground that good labor relations between both countries should be continued. He declared that American acts are permitted free entry into Canada.

Decision in this matter is being Silverstone argued that the group

entry into Canada.

Decision in this matter is being watched carefully by both the American Federation of Musicians and the American Guild of Variety Artists. Both unions are currently engaged in a jurisdictional squabble over acts which use musical instruments in their turn. Immigration dept.'s decision as to whether an act which uses musical instruments can work as a variety turn will give either union an official ruling on respective positions. ruling on respective positions.

Vic & Adio, hand - to - hand balancing turn, added to the cur-rent show at Bill Miller's Riviera, Fort Lee, N. J.

Pope's Pay Beef

London, Aug. 23.
Frank Pope, head booker of the Butterworth circuit, is ready to book at least 12 American acts he has seen on his recent trip to U. S, but contends that their prices are too high, basing their salary as they do on four-a-day.
For England, he says, artists must base their salary on two-a-day, and them they would have a chance of getting plenty of work.

getting plenty of work.

Joan Merrill with Hal Kanner at the piano, has been signed for the Ritz Bros. show at the Riviera, Ft. Lee, N. J., starting Sept. 8, Acromaniacs complete the layout.



"Cardini, Easily the Best of the Sleight-of-Handers." ABEL, VARIETY MARCH 9th, 1949

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"WHO'S BESIDE YOU BESIDES ME"(Henry Spitzer)
Wm. Tracy, Frank Davis and Cliff Conrad

"DON'T CRY, CRY BABY" (Santly-Joy)
Saul Tepper, Bennie Martini and Clarence Maher

"SHE'S A HOME GIRL" (B. V. & C.)
Bennie Davis and Abner Silver

"AND IT STILL GOES" (Shapiro, Bernstein)
Sam Stept and Chas. Tobias

Special material by MILT FRANCIS

See George Frazier's story in August Cosmopolitan

Earl Carroll's Coast Nitery on Block; Walters, Loew May Take Over

Lou Walters, operator of the cordance with the late showman's Latin Quarter, N. Y., leaves for the Coast this week to negotiate for the takeover of Earl Carroll's theathe takeover of Earl Carroll's thea-tre-restaurant. Preliminary talks were held this week in New York with Guy E. Ward, attorney for the Carroll estate. Another talk is slated between Walters and his partner, E. M. Loew, New England film circuit operator, before Wal-ters offs to Hollywood.

ters offs to Hollywood.

It's believed sale of the nitery is prompted because of heavy losses incurred since the death of its owner. Mrs. Jesse Schuyler, executrix of the Carroll holdings and owner of the site on which cafe is located, is expected to agree to the sale. Another reason for the sale is that the estate must retain most of its assets to build a \$1,500,000 cancer hospital on the Coast in ac-

JACK

POWELL

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will.

Earl Carroll's has been one of
the most successful cafe operations
on the Coast for the past decade.
With a seating capacity of 1.100
cafe had been able to snag healthy grosses during the prosperous war-time years. However, a decline set in since the producer died in an airplane crash June 17, last year, and an experienced showman is needed to make it a profitable operation.

Walters has been anxious to set Walters has been anxious to set up a cafe on the Coast for some-time. Several years ago, blueprints were drawn up for a gigantic Hoilywood cafe which would have swim, icers as well as regulation floorshows. Walters was to head the proposition, but high costs of building and subsequent nitery decline shelved the idea.

Detroit's Unseasonal Cold Fails to Chill K.C. Boystown Benefit

Detroit, Aug. 23. Hailed as the "biggest all-star show ever held in Detroit"—which show ever held in Detroit"—which it probably was—the Knights of Columbus benefit Friday night (19) for Boysville Foundation of Michigan failed to hit an expected gross of \$100.000 but the net of \$25.000 was plenty o.k. Eddie Cantor, Edgar Bergen, Bob Crosby. Tommy Dorsey, Janet Blair & Blackburn Twins, Hattie McDaniel, Rose Suzanne der Derian and John Connolly did well because they surmounted two obstacles that have baffled their equals in similar

Connolly did well because they surmounted two obstacles that have baffled their equals in similar circumstances.

The obstacles were: A flood-lighted football stadium a little more than half-filled with customers thoroughly chilled by a 50-degree temperature. The stage, in one of the end-zones, was so far removed from the \$10 box seats that the blanketed occupants without binoculars totally missed the big attraction of personal appearances—visual satisfaction.

Despite all this, the quality of the show was such that the crowd of 18,000 stayed through the three-hour show. Anything less than top-drawer performances would have sent hordes trekking for the gates midway through the evening.

Cantor had the misfortune of coming on last after a long intermission in which the K of C tried to up the gross by selling more programs. But he got the crowd back ino good spirits quickly with insulting remarks about Detroit traffic. His running-jumping-kneeling antics boffed and by the time he was singing "Ida," "Margie" and "Susie," he was in solid.

Emcee Bob Crosby got the show off to a fast start with jokes about brother Bing and kept it rolling nicely. Soprano Rose Suzanne der Derian had the toughest job of all. At the beginning of her first number, an Italian aria, one of the spectators collapsed and considerable commotion resulted before an ambulance rolled onto the field and removed the victims.

BOB MORRIS SONGS Direction BILL VIDAS Mutual Entertainment Agency 203 Nubach Randolph 6-699 that pack



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N.Y. Waldorf Sets Duchin, Angling Blair-Blackburns

Angling Biair-Biackburns
Wedgwood Room of the Hotel
Waldorf Astoria, N. Y., will preem
for the fall season Sept. 30 with
Eddy Duchin's orch. Negotiations
are on for Janet Blair and the
Blackburn Twins to open on the
preem show with Peter Lind Hayes
to follow Oct. 27.
Duchin played the hotel's summer operation, the Starlight Roof,
earlier this season.

earlier this season.

'Palace Vaude' **Sparks Rivalry** In Syracuse

Syracuse, N. Y., Aug. 23.
With RKO-Keith's chalking up an estimated \$25.000 week with the Gus Van-'Palace vaude' unit last week, Schine's yesterday (Aug. 23) joined the stage show reviual here by opening an eight-act bill, headed by Hi, Lo, Jack and A Dame, at the Paramount.
Third major house here to institute the policy of one week of

Third major nouse nere to insu-tute the policy of one week of vaudeville per month, the Para-mount is also following a trend which has put stage attractions in 44 Schine theatres within the last

44 Schine theatres within the last year.

Opening bill includes Bernie George, impersonator; Little Walter & Co., Danny Shaw, Duke Art and Jr., Bud and C. C. Robinson, Two American Youths and the Jitterbug, Three Honeys and Sully and Thomas. Pic is "Take One False Step," Bill Powell-Shelley Winters express.

False Step." Bill Powell-Shelley Winters starrer.
Unwilling to buck extra competition, Loew's State shifted the Frankie Laine unit, originally scheduled for this week, to Rochester instead. Loew's also will skip a September show but will bring Billy Eckstine in week of Oct. 7.
Keith's, which did so well with its opener, has the Pat Rooney Palace unit underlined for the week of Sept. 7 and the Dick Contino show for Sept. 21.
Also enlivening Syracuse Sept. 5-10 is the New York State Fair, which has Judy Canova among its guest stars.

U.S. PERFORMER GIVES COPENHAGEN ROUNDUP

Editor, Variety:
As an American performer playing here, I thought you'd like to learn what's happening in local show business.
Copenhagen's cabarets all seem to be doing well and most of them have music, dancing and floorshows as well as good food and liquor to draw. Among those booking acts—and they are glad to get U. S. talent — are Atlantic palace, Belevue Strand hotel, Czarda's, Kobenhavnerkroen, Landevejskroen, Lorry, Montmarte, National Scala, Nimb, Skandia, Valencia and Wivex.
On the circus side, there's the Cirkus Revyen, which means Circus Revue. It's an old-type vaudeville show under canvas with circus atmosphere, and the big features in the Schophery.

Cirkus Revyen, which means Circus Revue. It's an old-type vaude-ville show under canvas with circus atmosphere, and the big feature is 1b Schonberg, Danish singer, actor and film star. Then there's Kramer's variety, of which a real intriguing thing is a "Gay 90s" talker with a swell handlebar mustache, flamboyant costume and flowery description ("artistes from Asia, Africa, New Holland and even America.") Its atmosphere is like Coney Island, featuring fine music and dancing spots, whereas Dyrehavsbakken (Bakken for short), of which Kramer's and Cirkus Revyen are a part, has more of a true carnival air. Bakken is over 350 years old and its setting is a very beautiful forest. It contains the famous Kirsten Piil fountain, said to have "miraculous powers," some 300 years old.

Copenhagen's Tivoli has a new "chief of engagements and publicity." Mrs. Ingelise Bock, whose new plans include erection of a variety theatre with programs in the old tradition, including low prices. The vaude revival is not confined to the U. S. by any means. As a matter of fact, it has never really died in Copenhagen and other cities.

Schuman circus is always SRO, and several traveling circuses are doing good biz in the provinces.

doing good biz in the provinces.

Jimmy Jamison

Cole Bros. May Outbid Ringling Circus For Mad. Sq. Garden Date Next Yr.

Possible booking of Cole Bros. circuit into the Madison Square Garden, N. Y., instead of the Ringling Bros. and Barnum & Bailey circus may climax one of the bitterest big-top rivalries in many years. Ringling's eight-year contract with the Garden expires next year and the Garden may take the top offer, starting 1951, for this most lucrative stand.

most lucrative stand.

Cole Bros., recently acquired by a syndicate headed by Eddie McCune, who owns cafes in various sections of the country, is making an attempt to make it the largest tent-show in the country. At the beginning of the season, Cole Bros. booked Burt Lancaster for three weeks at \$11.000 weekly, but bad weather breaks started the outfit off to trenendous losses. Since then, show invaded territories always played by the Ringling out-

'Ice-Capades' Steady 30G Gross a Bonanza For A.C.'s Conv. Hall

Atlantic City, Aug. 23.
With show business reported off over most of the country, "Ice-capades." playing here in huge Convention Hall, topped last year's take, according to Philip E. M. Thompson, manager of Cit.
For the 31 days ending Sunday (21), more than 110,000 paid admissions (\$1.25-\$3) to see the show, and the gross take was reported by Thompson as over \$30,000 a week, some \$7,000 higher than the previous year.
Under the new three-year con-

Under the new three-year contract with John Harris, the producer of "lee-Capades," the city gets 10% of the gross. Boxing and wrestling shows staged in the hall are also drawing, said Thompson.

'Jolson' Pic Cues Longer **Balto Hipp Vaude Lapse**

Baltimore, Aug. 23.
The Hippodrome theatre, here, will temporarily suspend vaudeville shows with the booking of the Al Jolson starrer, "Jolson Sings Again," starting Sept. 1. House has previously dropped stageshows when a big picture was booked.

However, vaude suspension may extend beyond the "Jolson" engagement. House is currently in the process of negotiating a new contract with the American Federation of Musicians local. House eration of Musicians local. House operator Izzy Rappaport would like to cut down the theatre's permanent overhead, while union wants to maintain present scale and number of musicians employed. Rappaport is likely to extend the straight pic policy until agreement is reached.

fit. Ringlings put up paper asking the townspeople to wait for the arrival of the Big Show. Cole countered by placards stating, "Don't Be Misled—the Big Show Is Here." Cole Bros. then cut its admissions 50%.

McCune, earlier this season toured with the show, fulfilling a boyhood yen to travel with a circus.

Kitty Kallen will double between the Capitol theatre, N. Y., and the Maisonette of the Hotel St. Regis, N. Y., starting Sept. 15. After Cap date, she'll continue at the Maisonette.





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VARIETY BILLS

Numerals in connection with bills below indicate opening day of show whether full or split week

Letter in parentieses indicates circuit (FM) Fanchon Marco; (I) Independent; (L) Loew; (M) Moss (P) Paramount; (R) R&O; (S) Stall; (W) Warner; (W) W Watter Reade;

NEW YORK CITY Capitol (L) 25 Dave Rose Eisen Barton Jay Marshall Renald & Rudy Bettins Dearborn Chos Lasky Glenn Burris Allyn & Hodges Piero Bros Chifford Guest Corps de Ballet

Rockettes
Sym Orc
Sym Orc
Sym Orc
Sym Orc
Sym Orc
Rockettes
Sym Orc
Rockettes
Sym Orc
Rockettes
Rockettes
Moritez & Lucia
Pensy the Horse
Sin Sip &
Gone to fill)
Paremount
Pex Beneke Orc
Vic Damone
Rudy Cardenas
Corinne Calvet
Roxy (I) 26
Jack Hasey
Martha Scewart
Put Terry
Arnold Sheda Gus Van
COLUMBUS
Palace (R) 25-28
Berk & Hallow
Chords
F & K Watson
B Hammond's
Riede

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MIAMI Olympia (P) 24 Jordon Parvis Carlos Ilelen Forrest Cat Mountain 4

Pat Terry
Arnold Snoda
Joan Hyldoft
BALTIMORE
Hippodrome (1) 25
Peggy Lee
Bobby Sargent

VAUDEVILLE BACK

Paramount Building

Rochelle & Beebe Martin & Florenz Lewis & Van State (1) 25-27

Cerneys
Donald Mann
Sonny Sparks
Kaye & Kaye
28-31
Guest

28-31
George Guest
Jane Johnson
Stroud & Grant
Juanita &
Champions

Juanita & Champions
BOSTON
BOSTON
BOSTON
Dick Buckley
Kate Murtah
Lela Moore
Senator Murphy
Ben Yost Vikings
V & G Ilaydock
St Leon Trp
(one to fill)

Keely Smith Jimmy Vincent Pasquale Goofers

Jammy Vincent
Pasquale
Gnores
Jackson
Gnores
Jackson
Gnores
Jackson
Jackson
Jackson
Gnores
Jackson
Ja & LaPierre Van

Harvards
Freda Wvn
Finsbury
Freda Wvn
Finsbury
Rex & Bessle
Anne Shelton
M & H Nesbitt
J & E Kemny
Ladd Lyon
Jenny Howard
Max Wall
Do GLASGOW
Empire (M) 22
DeBear & DuBray
Allan Jones
A CLASGOW
Empire (M) 22
DeBear & DuBray
Allan Jones
Herschel Henlere
E & J Slack
A C Astor
Marie Ipe'eer 3
Hack Lewis
Tommy Rose
Ken, Ryan
Melody 6
Arthur Knotto
Empire, Stark
Frank Preston
S Aussles
Frank Preston
Marshall & Linda B Hammond's
Birds
Mark, Russ &
Owen
Wally Brown
Dolinoff & Raya
Sis
Pat Rooney Sr

Frank Preston
5 Aussies
Dunn & Grant
Marshall & Linda
LEEDS
Empire (M) 22
Francoise Flore
Jack Hunter
Raymond Girerd
Angela Page
Claude Rixio
Helen Crerar
Vivian et Tassi
Trois De Milles

Trois De Milles
LEICESTER
Palace (S) 22
Borrah Minewitch
Harmonica Rascals
Bill Waddington
Cynthia & Gladys
Don Philippe &
Marta
Marta
LivERPOOL
Empire (M) 22
Ink Spots
Minispericks & Tony

Scott Sanders
Harry Balley
C Warren & Jean
Dorothy Gray Con
Bemand's Piscons
LONDO
Palladium (M)
George Burn
Ben Yost Co
Frank Marlowe
3 Rudells
Ben Yost Co
Frank Marlowe
Judy
Boy Foy
Skyrockets Ore
Sk

Jeanne Snok Ted Roman MANCHESTER Manchester (5) 22

MANCHESTER
Hippodrome (5)
Pearl Bailey
Think Drink
Hoffman
J Holst & Milady
Ilal Menken
Bill Burke

Melville & Rekar Hope & Ray Harry Nicols NEWCASTLE Empire (M) 22 I & S Davis Pearl Bailey Valmar 3

Pearl Battey
Valmar 2
Harry Parry 6
David Poole
Harold Barnes
Walter Niblo
Doc Marcus
Jack Stanford
Hopodrome (I)
Jimmy Chaters
Janny Carlton
David Cassidy
G. & D. Beaty 22 id Casal D Beaty Cygne 4 L Webb

McDougal MacNal & MacKay NOTTINGHAM Empire (M) 22 Mairrice French Peggy Ryan Ray McDonald Valmar 3 Ray McDonald Valmar 3 La Esterella Max Bygraves Roy & Ray Benson Du-Lay Frankie Higgins

Benson Du-Lay
Frankie Iligains
Jack CRT-SMOUTH
ROYAL (M) 22
Deep River Boys
Bunty SI, Clair
Leslie Strange
Onona
Winn
Skating Barodas
3 Stevil Sis
Johnson Clark
Adey & Dawn
SUNTHORPE
GUS MOTTHORPE
G

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Ileien rufras
Cat Mountain 4
MINNEAPOLIS
Radie City (P) 26
Bob Crosby 3
Stooges
Penny Edwards
Ted HacoELPHIA
Earle (W) 28
Count Basie Ore
Illinois Jacquet Or
Sirah Vaughan
Lewis & White
Carman (I) 25
Kayne & Fester
Madcaps Carman (1) 25
Kayne & Foster
Madcaps
Bruce Leonard
2 Cantons
Tower (P) 30 o
C Cavallaro Orc
5 De Marco Sis
Garry Morton
Vanderbilt Boys

Vanderbilt Boys
PROVIDENCE
State (L) 25
4 Macks
Step Bros
Connle Halnes
Artie Dann
Frankie Laine

Frankie Laine
READING
Rajah (I) 26-28
Dick Contino Sh
WASHINGTON
Capitol (L) 25
Going Native
Local Talent

V & G. Haydock St. Leon II-p one BUFFALO GLASS (P) 26 BUFFALO GLASS (P) 26 BUFFALO GLASS (P) 26 BUFFALO GLASS (P) 26 BUFFALO GLASS (P) 24 BUFFALO GLASS (P) 24 Blan Leopace (P) 24 Blan Leopace (P) 24 Blan Leopace (P) 25 BUFFALO GLASS (P) 25 BUFFALO GLASS (P) 25 BUFFALO GLASS (P) 25 BUFFALO GLASS (P) 26 BRITAÍN

ASTON
Hippodrome (I)
Marie Lloyd Jr
Harry Tate Jr
Theo Lambert
Chris Wortman
Olive Dale
Kitty Gillows
Steve Daniels Co
Daniels & Dale
6 Victorian
Belles
Wal.er Jackson
Rexanos

al.cr sauce exanos BIRMINGHAM Tradrome (M) 22 Rexanos
BIRMINGHAM
Hippodrome (M) 21
Issy Bonn
Wacky Boyd
Mickey Ressel
Merreaux &
Lilliame
Norbertt & Elverita
Keet 16s
BLACKPOOL
Grand (I) 22
Donald Peers
BLACKPOOL
Grand (I) 22
Donald Peers
Robert Lamouret
Norman Wisdom
Ernest Arnsley
Gloria Day
John Pygram
John Pygram
Opera House (I) 22
Charlie Chester Co
Andreas

Keefe Bros &
Annetite HTON
Mippedrome (M) 22
Malcia
5 Smith Bros
Eva May Wong
Jones & Thomas
Hapry Mooney
Victor King
Gaston Pafiner
W Sparks
Flack & Lucas
BRISTOL
Empire (I) 22
Lempire (I) 22
Lempire (I) 24
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Lempire (I) 27
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Lempire (I) 28
Lempire (I) 28
Lempire (I) 29
Lempire

Opera House (1) 22 Charille Chester Co Andreas Charle Chester Co Andreas Charles Chester Chest Bedford (1) 22 Hindin Richards & Hicks Harry Rowson Pat Gaye Stanley Van Tony Mercer Eddie Cliffe Freddy Ascott Jack Blakeman John Denman Irls Barrie Junn Bridger Glamorus

Sid Piummer
Kemble & Roberts
Harry Benty
Johnny Lawson 3
Peter Rations
Hippodrome (1)
Albert Grant
Renee Becke
Fred Hugh
BRADFORD
Alhambrs (M) 22
& J Webster

Lis Barrie
Jill Andrews
Lynn Bridger
Gamorus
MCHATHAM
Empire (3) 22
Gladys Hay
George Efrick
Canfield Smith
Canfield Smith
Artemans
Artemans
Artemany
Robbins

22 MacDonald & Graham Suzette rarri Victor Seaforth Bunny Boyle Cleef & Moroney Keefe Bros & Annette Park

BRIGHTON podrome (M) 22

Cabaret Bills NEW YORK CITY

Blue Angel
Eadis & Rack
C Ventura Ore
Count Bosic Ore
Count Count Bosic
Count Coun

Bill McCune Ore Hotel Biltmore Don Bestor Orc Harold Nagel Orc

Harold Nastel Ore
Horel Edison
Lee Trane Ore
Trane Ore
Trane Ore
Horel Trane Ore
Horel Rossevett
North Strane Ore
Horel Rossevett
North Strane
Horel Strater
Horel Statler
Henry Busse Ore
Hotel Taft
Vincent Lopez Ore
Leland

G D Washington Line Jack

Macombe
Jerry Bergen
Sandy Locke
Jack Prince
Leonne Hall
Joanne Jordan
Dave Rogers
Gohnny Nazzari
No 1 Firth Ave
Louise Howard
Downey & Fonville
Harel
Jack Caschster
Gloris Leachman
John Silver
Gloris Leachman
John Silver
Gloris Manning
Al Cooper Orc
Old Roumanian
Sadle Banks
Gramen Montoya
Mickey Freeman
Joanne Florio
Joe LaPorte Ore
D'Aquilla Orce
Eve Young
Noble & King
CHICA Kurt Maler Rivlera Harry Richman Martha Raye Vlc & Adio Yost Guardsmen Catallno Orc Walter Nye Ore Savannah

Savannah
Annaballe Hill
Arleigh Felerson
Arleigh Felerson
Arleigh Felerson
Dianahatan Paul
Bianhatan Ore
Viliage Bara
Mary Ellen
Mary Ellen
Mary Lou Williams
J Cilierar Asteria
Jack Fino Williams
J Cilierar Asteria
Jack Fino Williams
J Cilierar Asteria
Jack Fino Asteria

CHICAGO

Biackhawk
Buddy Moreno Ore
Chez Paree
Danny Thomas
Fran Warren
Ginger Kinney
Adorables (10)
Cee Davidson Orc
Lino Rhumba Orc

Lino Rhumba Orc
Helsings
Al Morgan
Nancy Wright
Addianne Loraine
Lenny Colyer
Billy Chandler Orc
Hotel Birmarch
Betty Jane Watson
Joe asbe

Jerry Austen
Johnny Arewer Johnny arewer C H Edgewater Beate Eddy Howard Orc Fortaine Fedele Bair & Jean D Hild Damers Yosi Ambassadors Betty Gray 3

Hotel Stevens
"Skating Circus"
Betty Atkinson

SHEPHEROS BU
Empire (S) 22
Syd Seymour
Madhatters Bd
Per & Paul
Adele
McMurrays
Janine Karen 3
Constance Evans
Danny Gray

Charles Hain
Wonder Wheelers
Brinckmann Sis.
Skating Blydears
Charles & Lucille
Jack Raffloer
Jerry Magney
Gleria Bondy
Buddy Rust
Palmer Houte
Elackburn Twins
Maria Neglia
Eddie O'Neal Ore
Sherman Motel

Sherman Hotel
Harry Hall
Hall Snyder Ore
"Salute to Rodger
& Hammerstein"
Honey Dreamers
Raloh Sterling
Kenneth Mackenzie
Dusty Worrall

Vine Gardens Lind Bros (3) Mickey Sharp Velma Sherry Mel Cole Ore Pancho Ore

CORWIN SETS OPENING BILL FOR L.A. ORPHEUM

Los Angeles, Aug. 23.

Los Angeles, Aug. 23.
Wiere Bros. De Haviland Trio,
Joey Rardin, Mercer Bros., Clifford
& Marian and the Lady Killers
Quartet (which has been working
niteries as "The Guardsmen") so
far have been booked by Sherrill
Corwin for the eight-act vaude bill
he will relight the Orpheum stage
with here on Aug. 31. He has two
more to sign. Talent nut will be
about \$5,000.

Corwin will break in the show for two performances at the Forum theatre, nabe film house, night before vaude policy is reinaugurated at the Orpheum.

Orpheum has made a deal with

SWANSEA
Empire (M) 22
Del Monico Ders
Dr Crock &
Crackpots
Raydini
Forbes & Barrie
Olga Varona Co
MICTORIA
Survey
Ner Jack (M) 22
Ner Jack (M) 22
Ner Jack (M) 22
Ner Jack (M) 24
Ner Jack (M) 24
Ner Jack (M) 24
Ner Jack (M) 25
Ner Jack (M) 26
Ner Jack (M) 27
Tommy Fields
Ethel Manners
Jakvadors
Crommy Fields
Street
Vivian & Iren
WOOD GREEN
WOOD GREEN
NITWIS
Terry-Thomas
Sensitional Harbins
Hal Mack Co
Terry-Thomas
Sensitional Harbins
Hal Mack Co
Terry-Thomas
Nelson Lloyd
VORK
Empire (I) 22
Cyto Dowler
Lane-Holly J
Lane-Holly J Orpheum has made a deal with the American Federation of Musicians Local 47 here to use 10 men and a leader in the pit. Scale will be \$90 for the musicians for 24 weekly performances, with leader drawing 50% extra. Rene Williams, batoneer for Ken Murray's "Blackouts of 1949," which closes this month, will be the leader and most of the pitmen from the El Capitan will go with him to the Orpheum.

will go with him to the Orpheum Eddie Peabody will headline the second show, starting Sept. 7.

Saranac Lake By Happy Benway

Saranac, N. Y., Aug. 23.

Saranac, N. Y., Aug. 23.

Ted Caumont (Warners) out of the infirmary and upped for meals, now assistant switchboard operator at the lodge.

Annual Elks clambake skedded for Aug. 29. Jerry D'Vinni's orchestra and floorshow will follow the big feed.

the big teed.

George Powers, drew a 10-day
furlough and will vacash in the
Thousand Islands.
Russell Speight, ex-Rogerite, motored in from Atlanta to mitt

Russell Spension.

Russell Spension.

All and a to mut
the gang.

Fireside Manor at Keene Valley.

N. Y., now owned and operated
by Joe Kelleher, former colonyite.

Charles Kaufhold, who mastered
three major operations, off on a
trip to Harrisburg, Pa., to visit
colatives.

Charles Kaufhold, who mastered three major operations, off on a trip to Harrisburg, Pa., to visit relatives.

Doris Carey, who beat the rap in six months, given an all-clear to resume work.

Bob Handley, Vinnie Morgan and Charles Brodhecker, the executives from Harrisburg, Pa., in for a weekend o. Significant and ogling of the lodge.

William Asty, motored in to visit Victor Gamba and John Nolan. Joe Bishop, former tooter with Woody Herman's orchestra, doing O. K. here. Virginia Bishop, his frau, checked in at the downtown colony to be near him.

Andrew Rutledge, (Warner Bros.) elated over surprise visit from wife, who shot in from N. Y. C. Delphin (RKO) Streder is flashing good clinic reports.

Geraidine Derene, ex-Rogerite, in for 0.0, and given an all-clear.

Write to those who are ill.

Night Club Reviews

Tatin Quarter, N. Y.

(FOLLOWUP)

The final change of principals before the new Latin Quarter show comes in impresses as being one of the strongest lineups the spot has had in some time. Show is notable inasmuch as it gives Joey Bishop his first Broadway showcasing and marks the return of Sunny Skylar to topline cafes in this sector. Rowena Rollins (New Acts) and the Paysees' ballroomology round out the newcomers.

Paysees' ballroomology round out the newcomers. Bishop, some years ago, made his New York cafe bow at the Greenwich Village Inn, and has since been scoring in cafes throughout the country. Recently he was booked for two weeks and options at the Vine Gardens. Chi-cago and stayed for nine months. He followed almost immediately with a stand at the Chez Paree in that city. His Broadway bow indi-cates that he's arrived stylistically, with a stand at the Chez Paree in that city. His Broadway bow indicates that he's arrived stylistically, projection and material-wise. Material is first rate and informality of his mien adds to the overall effectiveness.

Comic has a steady barrage of gags and bits suited for the Broadway mob as well as the tourist trade. Stories are generally clean and the impressions he tosses off as throwaways are built for ribbing

trade. Stories are generally clean and the impressions he tosses off as throwaways are built for ribbing rather than fidelity.

Opening is a bit with house singer Don Saxon, who incidentally is developing into one of the better straights around town. He indicated his flair for comedy earlier this season in a stooge bit with Frances Faye, he worked with Jerry Lester and finally his stint with Bishop indicates that he can aid any comic. Bit with Saxon set Bishop off well and pace continued at a rate good for encores and bows.

set Bishop off well and pace continued at a rate good for encores and bows.

Skylar has improved considerably since his previous time around. He's taken on increased charm and sets himself well with the audience in a migratory mike stint in which he welcomes the ringsiders. Afterward he dishes up a medley of his own tunes and results bring encores. Skylar's is a strong item, both vocally and personality wise. His gab is as ingratiating as his tunes and he walks off a hit.

The Paysees (Jimmy and Beverly) also making their first major Broadway stand, have arrived in the category of standard ballroomers. They are a handsome, personable couple and their routines win applause. Duo work excellently in classic and energetic terps. Three routines bring them a solid mitt.

Rest of the show holds up well, although costumes are showing signs of long usage. The Frenchy motif provides a gay atmosphere.

Jose

Vine Gardens, Chi

Chicago, Aug. 16.

Dusty Brooks, Perry Franks &
Janyce, Lorraine Fortune, Mel
Cole Orch (4), Pancho Band (4);
\$3.50 minimum.

Dusty Brooks headlines new layout here and has new material, which fits neatly into this intime spot. Comic registers with sharp impresh of Al Jolson singing "Mammy" and tops with satires on table-hopping chantooseys for plenty yocks and applause.

Perry Franks and Janyce get over nicely with tapstering. Franks rapid castanet-like solo to "Begin the Beguine" is unusual and pair's terping to "Cheek to Cheek" and "Tea for Two" registers strongly. Lorraine Fortune, lush songstress, uses wrong type of tunes for this room. Standards and semi-classical in full dramatic register seem too robust for the room. Her faster numbers sell better.

Mel Cole orch backs the show neatly and Bancho alternates for rlumba addicts.

Zabe.

here some years, ago at the Five O'Clock, looks and sells better than ever. Always an apt impressionist, his turn is even more sock today, thanks to the nostalgic carbons of Cantor, Jolson, Jessel (a howler), and of Durante. Blending an a laughmaking series of dialect stories to spell the impreshes, plus some Irish songs, he had to beg off.

Joan Brandon and Kenny Davis alternate the emece chores. Miss Brandon, in her own spot, offers slick magico, standouts being the dollar-in-the-lemon bit and drink-mixology. Offed to good reception. Terp slot is well handled by Mara and Quentin. Fresh looking pair of youngsters have imaginative routinings which spot their easy approach to difficult spins and lifts. Blend slow tempos with fast paced Latin-American tunes for boff returns.

Kenny Davis, son of the owners, is a nice looking youngster who broke in this year as an emcessinger. On the vocalistics he needs work in the ballad tempos, but on rhythms shows a flair that can be utilized as highlight of his stint.

Johnny Silvers orch is one of the better show backing units in town.

Lary.

Terrace Grill. K.C.
(MUEHLEBACH HOTEL)
George Arnold's "Rhythm on
Ice" with Karen Lane. Janice
Moore, Phil Richards, Bruce Me
Moore, Pick Cubettes (4): Florica
Adlister, Ice Cubettes (4): Florica
Zabach Orch (9): minimum \$1.50-

Terrace Grill has found something of an attraction in the George Arnold "Rhythm on Ice," and the ice troupe is being held over. For the second session Arnold has come upp with an entirely new show.

Currently the layout shapes up into a smooth 25 minutes, as routining is improved and show is snappily paced throughout. Line, too, which lagged in earlier show, has come around in good shape. Florian Zabach, whose orch holds the stand and also backs the show, handless emceeing in personable fashion.

handles emeeeing in personable fashion.

Line opens show in modern polka number in nifty costumes. Arnold follows with round of twirls to hit tunes from "South Pacific," and Janice Moore solo shows some tricks of the blades to "Just One of those Things," Karen Lane and Phil Richards come through with adagio acrobalte turn to Zabach's "Jalousie." Cubettes set in for waltz ballet in period ballroom gowns.

In the second half Arnold and Richards zip through an acrobatie boogie at top speed for hefty applause. Number is only one held over from first edition, and deservedly so. Ballet solo by Miss Lane follows as a change of pace and also nets a generous hand. Finale brings back Arnold and Miss Lane for a boogie session backed by the line.

Shortened running time of the surprise show tightees routine con-

by the line.

Shortened running time of the current show tightens routine considerably and gives it an edge on previous production. Ice shows apparently are popular with the natives, and is permitting the Grill to beat the usual summer doldrums.

Quin.

AGVA Loan

Continued from page 53

the Beguine" is unusual and pair's terping to "Cheek to Cheek" and "Tea for Two" registers strongly. Lorraine Fortune, lush songstress, uses wrong type of tunes for this room. Standards and semi-classical in full dramatic register seem too robust for the room. Her faster numbers sell better.

Mel Cole orch backs the show neatly and Bancho alternates for rhumba addicts.

Zabe.

Kitty Davis'. Miami

Miami Beach, Aug. 21.

Jackie Green, Joan Brandon, Mara & Quentino, Kenny Davis, Johnny Silbers Orch, Barry Gray broadcust; no minimum or cover.

There's a solid show on tap in this year 'round spot, with the combo of young cafe talent, plus the two hour gabber-giveaway airer from the stage by Barry Gray, adding up to the best biz draw in the area.

The Gray broadcast (headed for WOR-NY at month's end for an eight week stay) has sparked the draw appeal of what was essentially a tourist spot, into a local attraction as well. Mixture of the wo has seen packed houses for dinner shows, the aireast and the heavy holdovers for the late sessions. Result has been boff grosses for the operation.

Stage show is a solid one, thanks to Jackie Green, plus a good supporting lineup. Green, who played

Dramatists Guild Considers 3 Moves To Meet Outlawing of Basic Pact

sidering three possible moves in Irving Jacobs May Do its immediate and long-range plan to meet the situation created by to meet the situation created by the recent court decision outlawing its minimum basic agreement with the League of N. Y. Theatres. Although the decree in the case has not yet been entered, the Gulld has already worked out a modified form production contract for voluntary use by its members.

for voluntary use by its members.

As explained in a letter sent to its membership last week by the council, over the signature of Herbert Kubly, secretary, the Guild is considering appealing the court ruling, seeking an amendment to the anti-trust laws to give "creative workers such as writers, composers and artists" the exemptions afforded to other workers, and negotiation of a new basic agreement eliminating the items recently deemed illegal. It's believed the organization will attempt all three moves.

The letter concludes that the re-

tempt all three moves.

The letter concludes that the recent court decision, though a "bitter disappointment, is neither conclusive nor final." It promises that it will comply with the law, but that it "will strongly urge on appeal or in other proceedings, that its main purpose is to protect its members and in particular the unestablished author from unfair dealings."

Unanimous Member Vote Needed for Party Agents' Show Choices

Assn. of Theatre Benefit Agents has ruled that hereafter none of its members may book any show not approved by unanimous vote of the membership. Decisions on show selections will be on the basis of quality, it's stated. That is one of several amendments to the group's constitution adopted at the last meeting.

The other principal change is

last meeting.

The other principal change is that theatre parties henceforth be booked only with organizations "serving a public need and a humanitarian or educational cause." A revised code of ethics, by which the membership is to be bound, was also adopted. A list of forthcoming shows for which parties will be sold will be announced shortly.

Ivy Larric is president and Le-nore Tobin first vice-president of the outfit.

Clurman Directing Chicago 'Salesman'

Chicago company of Arthur Miller's "Death of a Salesman," now in rehearsal with Thomas Mitchell as star in the Willy Loman part, is being directed by Harold Clurman. Latter is taking over for Elia Kazan, who staged the Broadway and London productions, but preferred not to repeat the stint. That's usual policy for him, since he withdrew as stager of the second company of "Streetear Named Desire" after putting on the original.

Clurman will get a small royalty for the assignment. The coin will be an additional cost for the show, since Kazan will reportedly receive 2½% of the gross and 15% of the profits from this didlion, just as he is from the New York and West End versions. Under usual deals the director also handles subsequent companies, from which he draws royaltics.

New Haven's Sked

New Haven, Aug. 23. Road troupe of "Finian's Rainbow" is in town this week polishing rehearsals for opening of fall tour, starting here at Shubert with

a one-week stand Aug. 29-Sept. 3.

Couple of last-minute cancella-tions, together with an unsuccess-ful attempt to bring Cornel Wilde here with "Western Wind," indi-cate a blank space following the "Finitan" run until the breakin of "To" h and Go" hits town Sept. 21-24,

'Clutterbuck' on B'way

Denver, Aug. 23.

"Clutterbuck," the Benn W.
Levy play to be tried out next
week at Elitch's Gardens here, may
be taken to Broadway this fall by
Irving Jacobs, who owns the rights.
He figures on using the same cast,
headed by Ruth Ford and Ruth
Matteson, with Norris Houghton
continuing as director. Various
producers have held the script, but
it has never been presented in
New York.

Jacobs produced "A C.

Jacobs produced "A Sound of Hunting" on Broadway several seasons ago.

Kanin Gambling On 'Born' Losses

Garson Kanin, author-director of Garson Kanin, author-director of "Born Yesterday," has reportedly agreed to underwrite the losses on the comedy for the balance of the summer, at the Henry Miller theatre, N. Y. With the cast on virtually minimum salaries and the production and theatre on a pooling arrangement, the show is now understood to operate at a cost of about \$6,000 a week.

Although Kanin has been

about \$6,000 a week.

Although Kanin has been waiving his 10% author and 3% director royalities for some time, he's apparently gambling on an upturn of business in the fall more than paying off his losses during the summer. At its \$2.40 top, the play cannot get much gross, but it's figured that the slow start of the new season should give it at the new season should give it at least a month before any new comedy clicks arrive. During re-cent weeks "Born" has been gross-ing around \$5,000, but receipts jumped to about \$6,500 last week.

BALTO'S MD. THEATRE SETS PACKAGE PLAYS

Baitimore, Aug. 23.

Maryland theatre, original home of two-a-day vaude here and more recently utilized for indie legit bookings and burlesque, will have bookings and ourresque plays starting Aug. 30. Miriam Hopkins and Ralph Forbes will open in "The Heiress," with Kay Francis in "Let Us Be Gay," "School for Brides," "The Respectful Prostitute" and "High Button Shoes" following.

Plays will open Tuesday nights, with matinees slated for Saturdays and Sundays. A \$2.50-\$3 top will prevail, with no color line drawn for prospective patrons. Eddie Kaplan and Herbert Malter man-

You Take 'Pot Luck' In Conn. Strawhat Idea

Unionville, Conn., Aug. 23.

Unionville, Conn., Aug. 23.

Strawhat troupe known as
Group 20 Players, operating in local Town Hall, has added a Sunday night feature to its regular
six-day repertory sked. Sabbath
attraction is a single performance
of a play selected, cast, and directed by any member of the
troupe who will volunteer for the
job.

Innovation on this summer's
lineup is labelled "Pot Luck"
theatre, lnasmuch as admission is
confined to canned goods, small
change, or what have you, tossed
into a large copper pot dangling
from the ceiling.

'Traitor' Pitt Opener

Pittsburgh, Aug. 23.

"The Traitor," Herman Wouk's melodrama, which starred Lee Tracy on Broadway last spring and was a failure despite excellent no-tices, has been picked by Director Fred Burleigh to launch the 16th season at the Pittsburgh Playhouse. It'll open a three-week run Oct. 1.

At same time, Playhouse an-nounced that its first touring at-traction for 1949-50 would be "Re-member Me," the original comedy by Dorothy Daniel, which was the final show of the past season.

Careful, Now

John M. Murtagh, New York City commissioner of In-vestigation, pronounces his name with the "g" silent, as if the spelling were "Murtagh," However, he explains that he really doesn't care how it's pronounced.

In Broadway circles, partic-ularly among ticket brokers he's been investigating, other pronunciations are heard.

Public Protests Force Pittsburgh to Gander New Opera Co. Site

Pittsburgh, Aug. 23.

Pittsburgh, Aug. 23.

As a result of overwhelming flood of protests against condemnation of public property near Highland Park for purpose of building summer opera company its own \$1,000,000 amphitheatre, city has dropped that site and will look around for another. Although Mayor Lawrence, in tossing the Job of recommending a location back into the lap of the planning commission, didn't rule out Highland Park definitely, the hot potato has been permanently dropped.

Edgar J. Kaufmann Charitable

dropped.

Edgar J. Kaufmann Charitable
Trust's offer of \$500,000 toward
erecting a permanent home here
for outdoor shows, providing city
matched that amount, had previously been accepted by community
fathers, whereupon Mayor Lawrence put the planning commission
to work finding a favorable site.
Concurring on Highland Park
eventually were the Allegheny
Conference, the Regional Planning
Assn. and the County Traffic and
Transit Commission. That immediately set off a storm of protest, not only by Robert B. King, rransit Commission. That im-mediately set off a storm of pro-test, not only by Robert B. King, part of whose estate would have been condemned, but also by hun-dreds of residents in the immediate

vicinity.

They promptly took their case to court, insisting that the right of the city to seize private poroperty for such a purpose was illegal. It was further claimed that the quiet of a residential neighborhood would be destroyed by such a project. Attorneys for the property owners made it clear that they would fight the case to the state supreme court, a procedure which might have consumed months. might have consumed months.

Project had also become some-thing of a political football, and it's understood that city adminis-tration was concerned lest all the tration was concerned lest all the publicity and public indignation (newspapers were full of letters fiercely indignant about "high-handed" action) would react against it at the polls in an election

Summer shows have been presented for last four seasons at Pitt stadium, but Mayor Lawrence expressed some doubt whether the U. of Pittsburgh would agree to its continuance there. Project has continuance there. Project has steadily operated at a deficit, made up chiefly by Edgar Kaufmann, department store biggie here.

department store biggie nere.

If Stadium isn't available next
year, shows may have to be
dropped until scason of 1951, by
which time the amphitheatre
should be built. That is, providing the city doesn't run into difficulties again.

Sugar Hill' Delays Skedded Chi Start

Hollywood, Aug. 23.

Paul Schriebman and Aivin Baranov have delayed their plans temporarily to open Labor Day with their all-colored musical, "Sugar Hill," at the Great Northern, Chicago. Instead, show will hold at the Las Palmas here, where it is doing capacity business after getting off to a lame start.

getting off to a iame start.

Change in plans resulted from the steadily increasing popularity of the show, which was written by Flournoy Miller and James P. Johnson. When "Sugar Hiil" opened, local critics took a dim view of its rhymed dialog and its general failure to realize production possibilities. Verses have now been eliminated and production numbers have been re-staged.

Edward A. Blatt is looking for a femme film star. aged 45 to 50. for lead role in "The Gold in Her Hair." comedy by Don Appel. which he plans producing on Broadway this fail. Rehearsals are set for first week in September.

'Roberts' Payoff Reaches \$400,000 For 100G Investment; 50G Reserve

Shoes' Payoff Finally Made to Mary Hunter

Made to Mary Hunter
Mary Hunter has finally been
paid the arbitration award she
won last year against Monte
Proser and Joseph Kipness, producers of "High Button Shoes."
After various delays, mostly based
on legal technicalities, a payment
of \$42,000 was made last week. Additional coin will be due as the
musical, currently on tour, continues to draw grosses.

Award glven Miss Hunter by an

tinues to draw grosses.

Award given Miss Hunter by an arbitration panel was on the basis of breach of her contract to direct "Shoes" at a royalty of \$4\cap{o}\$ of the gross of the Broadway and all additional companies. Producers appealed the award and stalled payment for about a year by demanding clarification of legal points. They were represented by attorneys for the Shuberts, who have a substantial financial interest in the show.

Murtagh Asks 8 More Revokings

Recommendations for the re-vocation of eight more ticket brokers have been made by New York City investigation commis-sioner John Murtagh in his probe of theatre ticket-scalping. Those sioner John Murtagh in his probe of theatre ticket-scalping. Those cited include Alexander, Henry's, Julius Platt, Johnny's, Fred J. Saur, Hickey's, Manhattan and George Ziegler. Manhattan, operated by Jack Rubin, has been contesting the commissioner's right to examine his bank accounts and personal records.

With the surrender of its license last week by the Jeff-Todd agency, the number of brokers who have been disenfranchised has now reached 22.

NEW STAGES BD. TO MEET ON 1949-50

of directors of New Board Board of directors of New Stages will meet soon after Labor Day to map plans for the coming season. So far, the group's pro-gram for 1949-50 has been in abey-ance, following the costly 1948-49 season.

Winston O'Keefe, managing di-rector, has been unable to find an winston Okeret, managing di-rector, has been unable to find an available house to replace the New Stages theatre, the Greenwich Vil-age spot the organization used its first two years. Latter's limited capacity makes it practically impos-sible to clear a profit there, so a large house is sought outside the Times Square area, where full union scales apply. Chief problem facing New Stages for the coming season is financing. Group's treasury was depleted by its failures last season and an attempt may be made to get outside backing this semester. In addition, New Stages hopes to expand its subscription' setup and thus acquire a steady production

Although New Stages has several plays on hand for possible presentation this season, nothing is set, and the group would like to find a suitable new script.

Kettering's Post, Exec Sec of Chi Variety Club

Chicago, Aug. 23.

Chicago, Aug. 23.
When Ralph T. Kettering, w.k.
Chicago showman, playwright and
newspaperman, assumes the post
of exec sec of the Variety Club of
Illinois next week, it will mean
filling a post the local Tent has
long been searching for. As Irving
Mandel, chief barker, states, "We
wanted to make sure." Jonas Periberg will continue as chief aide to
Kettering in the physical operation
and management of the clubrooms.
As a dramatist he wrote and had

As a dramatist he wrote and had successfully produced 14 stage plays and more than 100 vaudeville sketches. As an author he wrote plays and more than 100 vaudeville sketches. As an author he wrote "My Days in the Theatre" and is at present writing his autobiography, "Curtain Going Up." He is author of a plan to establish a National Theatre through Congress.

receive another \$50,000 return on their investment early in September, bringing the total payoff to \$400,000 so far on their \$100,000 investment. Additional earnings of more than \$50,000 are represented in cash reserve and union bonds.

Besides regaining the \$100,000 cost of the original production, at the Aivin, N. Y., the Thomas Heg-gen-Joshua Logan comedy-drama has gotten back the \$60,000 outlay for the second company, Latter was financed with profits from the Broadway edition. The original, which bounced back to virtual capacity last week at the Alvin, is pacity last week at the Alvin, is apparently good for at least the balance of the 1949-50 season there. The second company, which winds up a 54-week run Sept. 17 at the Erlanger, Chicago, will then tour.

The idea of producer Leland Hayward some time ago was to do the film version of the play himself, probably in the east. However, noth-ing has been heard of that lately, so plans may have been changed. That may be known when Hayward returns Sept. 6 from his European honeymoon-vacation. There may also be word then about a possible London production.

Wildberg Closes Deal With Jack Hylton For London Melville Show

London Melville Show

London, Aug. 23.

John Wildberg has closed deal with Jack Hylton, who staged his Broadway hit, "Anna Lucasta," at His Majesty's theatre lest year, to produce a new show in London based on Herman Melville's book, titled "Billy Budd." Show has an English sea yarn background, and will have an all-male cast of 19.

Norris Houghton is coming from America to stage, with rehearsals to start around Sept. 15. and opening, probably at Piccadilly theatre, sometime in October.

Wildberg's other s'how is comedy by E. P. Conkle titled "Keep Your Head," with local show producer Charles Hickman to direct. Mocal has as yet been culminated, but it's likely to be in conjunction with Hylton or Linnit & Dunfee, As soon as shows are produced in England, they will be produced in England, with Wildberg taking Hickman to stage latter show there. Hylton's "Ann Veronica." at Piccadilly, which after a slow start has built into a hit, is l'kely to be acquired by Wildberg, who intends to turn it into a big musical, and is already dickering with localite Freddie Bretherton to write the music.

London 'Story' Awaits Theatre Availability

Theatre Availability

The Jack Buchanan London production of "Detective Story" will be offered this November or March of next year. Date depends on the availability of the Prince of Wales or another theatre of similar standing. Sidney Kingsley will repeat his directorial chore for the West End production as well as supervising the Chicago company. The Windy City production is scheduled to go into rehearsal Sept. 7 or 15, but to date no star has been found for the leading role. Roles for the London presentation have not yet been cast.

Buchanan arrived in New York Thursday (18) from London for a one-day tete-p-tete with Kingsley, leaving for home [the next day aboard the Queen Elizabeth, the same boat that brought him here. Buchanan is scheduled to open in Liverpool Sept. 12 in Alan Melville's "Castle in the Air." Show is set for a six-week tour of the provinces before consting in London.

Snatch \$700 Payroll

Columbus, O., Aug. 23.
Two men snatched a purse containing nearly \$700 from Mrs.
Josle Pfeiffer, wife of the manages of "The Drurkard." in downtown Columbus, last Friday 119, taking pavroll of the troupe, which closed a five-week stand Thursday nigh' (18) at the Club Gloria.

Cornel Wilde-'Winds' Cracks Mark At Westport, \$11,800; Other Strawhats

Westport, Conn.. Aug. 23.
Cornel Wilde, in a new threecharacter comedy, "Western
Winds," by Charlotte Francis,
broke the strawhat record here
with \$11,800 in this 760-capacity,
summer playhouse at \$3.60 top.
Previous record was set by Ruth
Gordon a couple of weeks back
with "A Month in the Country."
Emlyn Williams' new adaptation
of the Russian play by Turgenev.
Wilde's "Winds" is not likely
for Broadway because of his film
commitments. His wife, Patricia
Knight and John Baragrey, completed the cast. All just recently
returned from Suitzandand whome.

Knight and John Baragrey, completed the cast. All just recently returned from Switzerland where they filmed "It Happened On Skis" for Lazar Weehsler. Wilde did "Winds" first at Dennis, Mass., and winds up his three-week strawhat tour at Marblehead, Mass.

tour at Marblehead, Mass.

Steady business has persuaded Lawrence Langner, Armina Marshall and John C. Wilson to add an extra week to local season beginning Sept. 12, with additional bookings possible beyond that. Theatre Guild will use weck of Sept. 12 to try out William Inge's "Come Back Little Sheba," with Shirley Booth.

'Design' 9G, D. C.

'Design' 9G, D. C.

Washington, Aug. 23.
General upsweep of town's b.o. had a helpful effect on Meridian Hill. Despite threat of rain several nights, outdoor strawhatter came off with its best week to date. Vicki Cummings in 'Design for Living' turned in a smart \$9,000

Living turned in a smart \$9,000 for seven performances, with house scaled from \$3.60.

Tom Ewell, in "The Male Animal," current this week, looks good. Following for one week starting Aug. 29 is John Coleman starting Aug. 29 is Jol in "Voice of the Turtle.

'Charm' \$6.500

'Charm' \$6,500

Olney, Md., Aug. 23.

Despite critical and audience acclaim, Dean Harens in revival of John Kirkpatrick's "Ch ar m," chalked up a modest \$6,500 at Olney theatre last week. Stacked next to takes of other weeks, this is unimpressive.

Play opened with no name lure, and, as a result, almost no advance. Despite this, plus weakest opening night of season, play built, by dint of cricks' raves and word of mouth kudos, to a Saturday night sellout and a gross which put it in the black.

and a gross which put it in the black. Vicki Cummings and John Loder, current in "Love or Money," look hefty.

Tallulah \$15,000 Tops

Princeton, N. J., Aug. 23.

Tallulah Bankhead in "Private Lives" was top moneymaker at the McCarter theatre here this past season. Grossing \$15,000, Miss Bankhead was \$6,000 ahead of her nearest contender, Sarah Churchill and Jeffrey Lynn in "The Philadelphia Story" which did \$9,000, A gross of \$8,500 was racked up by Lizabeth Scott in "Anna Lucasta" and "The Barretts of Wimpole Street," with Susan Peters, totalled \$8,000.

Francis-'Gay' \$8,500

Francis—'Gay' \$8,500
Fayetteville, N. Y. Aug. 23.
Kay Francis in "Let Us Be Gay"
took in an estimated \$8,500 at the
Famous Artists Country playhouse
here last week.
"The Two Mrs. Carrolls," with
Sylvia Sidney, is current.

Hartmans' \$6.800

Hartmans' \$6.800

Saratoga, Aug. 23.
The Spa theatre's second highest gross of the season was racked up last week by Paul and Grace Hartman in the new musical revue, "Up To Now." The 580-seat theatre took in \$6.800 for eight performances at a \$3 top. Topper was the \$7.200 brought in by Sarah Churchill in "The Philadelphia Story." Kay Francis in "Let Us Be Gay" pulled close to \$6,400 and "Burlesque," with Bert Lahr, did \$5.500.

John Huntington, manager of the John Huntington, manager of the Spa theatre, claims receipts for 1949 are 20% higher than last year when he presented three tryouts. Current offering is "The Voice of the Turtle," with Louisa Horton.

Terrell Eyes Indoor Spot
Lambertville, N. J., Aug. 23.
Bonanza success of tent-arena
style operetta presentations at Music Circus has promoter St. John
Terrell prespecting for sites to
move to in cold-weather months.
Likely he may truck his extensive
equipment, which includes threepole tent, 850 canvas chairs,
bleachers and lighting equipment

son.
Initial season began here July 1, continues through Sept. 17 for a total of 11 bills, all starring Wilbur Evans and Susanna Foster. Last week's gross with "Rose Marie" took upward climb to \$8.000 with cooling breezes and more familiar fare. "Bitter Sweet" proved too esoteric for local patrons. Miss Foster back again in lineup after week's respite because of cold. "Sweethearts" opens tonight with Johnny Call in Bobby Clark part. Evans is staging with Bob Zeller conducting. Advance healthy, Audrey Guard and Phyllis Wilcox promoted from chorus to principal roles. Ann Richards, Edith Schuler and John Herch added to company.

and John Herch added to company.

'3 Men' Big at Bucks County
New Hope, Pa., Aug. 23.

"Three Men On A Horse" without names proved good draw at
Bucks County Playhouse last week.
Henry Jones, Sara Seegar, Teddy
Hart and Joe Downing were featured in Abbott-Holm farce, which
turned out to be capacity attraction for all performances except
Monday eve. and Sat. matinee.
This week Viola Roache returned
to New Hope to star in "The Swan.
Frances Reid, Dorothy Sands, Karl
Weber, Anthony Kemble - Cooper
featured in supporting cast. Paul
Morrison staged. Return of cool
weather has hypoed advance for
remaining four bills.

Ian Keith, Philip Tonge, Jennifer Howard are in for "Winslow
Boy" rehearsals under Bob Caldwell's direction.

Gas Strike Hits Chi Hayloft

well's direction.

Gas Strike Hits Chi Hayloft
Chicago, Aug. 23.
Chevy Chase summer theatre
has been handicapped by the current gas truckers strike that has
forced gas stations to close down
for lack of supply. Strawhatter
is 28 miles out of Chi and main
biz comes from Chicago itself. Last
week's play was Buddy Ebsen in
"The Man From Home."
Meanwhile, advance on "Cardboard Lover." with Tom Drake and
Haila Stoddard, which opened
Tuesday 123', was near sellout, with
actual attendance still dependent
on the gas situation.

on the gas situation.

'Goodbye' Tours for Minn. U.
Minneapolis, Aug. 23.
U. of Minnesota theatre has chosen "But Not Goodbye," its summer season's final offering, as the play which it will tour this fall

(Continued on page 60)

Surefire B.O. Names Sole Insurance, Sez Kennedy; Defends Princeton Fees

Princeton, N. J., Aug. 23.

In your Aug. 17 issue you quote Lewis Harmon of Chapel Play-house, Guilford, Conn., as saying, "It's difficult to convince stars and their agents that although a Prince-ton house seating 1,800 can pay \$2,500 or more, 400-500-seat houses are limited and cannot pay fan-tastically high salaries plus per-centages."

This is a fair point and I don't

centages."

This is a fair point and I don't blame Harmon for making it, but here is the other side of the problem:

We closed Saturday (20) after our ninth week because we are unable to book any stars or attractions that we feel are strong enough to complete the heat in a tions that we feel are strong enough to combat the heat in a non air-conditioned theatre. Our first five weeks when we had very expensive stars (Tallulah Bank-head at \$5,000; Lizabeth Scott at \$2,000; the combination of 'Sarah

expensive stars (Tallulan Bank-head at \$5.000; Lizabeth Scott at \$2.000; the combination of 'Sarah Churchill and Jeffrey Lynn; Susan Peters in "The Barretts of Wimpole Street," etc.) racked up a net profit of over \$8.000.

When one or two coast deals for later in the season fell through—Walter Pidgeon, for instance, had agreed to do "No More Ladies" for us but his departure time for Europe on the "Miniver" sequel was moved forward by Metro so he was unable to—we had to fall back on lesser and less expensive names. For three consecutive weeks then we lost money and although the season will close with a definite and quite considerable though the season will close with a definite and quite considerable profit, we are sure the profit would be completely dissipated if we continued without the surefire boxoffice names.

The problem at Princeton is that

in an all union setup (stagehands, (Continued on page 60)

Keyser Improves

Condition of Irving Keyser, treasurer of the Alvin theatre, N. Y., is much improved this week. According to physicians at the Neurological Institute, N. Y., where he has been a patient for several months, he has regained the use of his hands and arms, and sensation in his upper body. On Monday (22) he was said to have complained of pains in his legs, which have been completely paralyzed since he was taken ill have been completely paralyzed since he was taken ill.

B.o. man's life was thought to be in the balance only two weeks ago. but his doctors now hope he may be able to leave the hospital on his feet in a couple of more months if his last week's recovery con-

Skinner May Revive 'Charm' on B'way After Hayloft Click

Richard Skinner, Olney (Md.) strawhat theatre operator, was in N. Y. last Friday (19) contacting theatre owners for a house, on possibility of bringing John A. Kirkpatrick's "Charm" to Broadway in the fall. Comedy in its original version, titled "Book of Charm," was done on Broadway in 1925, with Rachel Crothers producing and directing. Last week, with a was done of Bloadway in 1822, with Rachel Crothers producing and directing. Last week, with a new third act by Harry Ellerbe, who directed, and made into a period costume comedy set back to 1912, play got a rousing reception when done at Olney, with Washington critics going all out for the show, prompting idea of reviving it in N. Y. Evelyn Freyman, who is co-producer with Skinner at Olney, would co-present comedy with him in N. Y.

Skinner would be repeating a

Skinner would be repeating a process he used when he was co-manager with Day Tuttle at West-chester Playhouse, Mt. Kisco, N. Y. chester Playhouse, Mt. Kisco, N. Y.
In 1940 they presented a revival
of "Charley's Aunt," with Jose
Ferrer, and show was so well received that they were encouraged
to bring it to Broadway, where it
ran a season. Skinner and Tuttle
also presented "Book of Charm" at
Mt. Kisco in 1936, with Harry
Flierbe Mildred Netwick and Mil-Mt. Kisco in 1936, with Harry Ellerbe, Mildred Natwick and Mildred Dunnock. Comedy was also done at Ogunquit this summer, where it was well received. Dean Harens played the lead at Olney last week.

Legit Follow-Up

Anne of a Thousand Days (SHUBERT, N. Y.)

Maxwell Anderson's trenchant drama of Henry VIII and Anne Boleyn was back on Broadway Monday (22) after an eight-week summer hiatus, its rich humors and vivid poetry undimmed by the recess. This tortured tale of two strong-willed creatures is still a striking piece of playwriting, its appeal as fresh as when it opened. The dialog sparkles with crisp bite when it doesn't soothe with gentle poetry, and paired by two superlative performances from the play's leading characters, makes a rich evening in the theatre.

Rex Harrison's swaggering, lusty

evening in the theatre.

Rex Harrison's swaggering, lusty portrayal of the vain, shrewd Henry is matched by Joyce Redman's fiery performance of the impetuous, hard-willed Anne. Most of the supporting cast is the same, each giving a sure account. Charles Francis, as Boleyn; Allan Stevenson, as Henry Norris; John Williams as Norfolk; Robert Duke as Percy; Viola Keats as Elizabeth Boleyn; Russell Gaige as Sir Thomas More; Wendell K. Phillips as Thomas Cromwell, and Harry Irvine as Bishop Fisher, fill supporting roles especially well.

Of the replacements, Frederic

especially well.

Of the replacements, Frederic Worlock is an excellent Cardinal Wolsey in the place of Percy Waram, with his playing a trifle broader and more blunt, but no less effective. Janet Ward, a new Mary Boleyn, replacing Louise Platt, is soft and warm, while Margaret Garland, as Jane Seymour, formerly played by Monica Lang, is brightly brittle and fetching. "Anne" is still one of the Stem's brightler charms.

Readings for Icer's Play
Carol 'Lord and Samuel Lyons
are holding readings of Ken
Parker's whodunit. There's Always Murder." for potential backers. Budget of \$60,000 is needed.
The play was given a strawhat tryout last week at Dixfield, Me.
Author is a skater in "Howdy,
Mr. Ice of 1950," at the Center,
N. Y.

Inside Stuff—Legit

Contradicting what St. Paul considers a libel on its fair name—that it's "not a good show town"—Paul Light, St. Paul Pioneer Press columnist, called attention to the response to the ATS-Theatre Guild annual subscription season. Light wrote that Ed Furni, manager of the municipal auditorium, housing the roadshows, gave him figures "to refute" the "poor show town" charge. Furni revealed to Light that St. Paul has averaged more subscriptions per capita during recent years than any of the 21 cities having the ATS subscription seasons. Furni also pointed out to Light that 95% of the 21 cities are larger than St. Paul.

St. Paul.

In this connection, the St. Paul ATS subscribers have considerably outnumbered those of Minneapolls, but the attractions always chalk up substantially larger grosses in the latter city than in St. Paul. Of course, however, Minneapolis has much the larger population.

Phrasing of the announcement that due to the illness of the star, Lee J. Cobb, his part would be played by the understudy, Robert Simon, brought the refund of \$490 in admissions at last Wednesday's (17) matinee of "Death of a Salesman," at the Morosco, N. Y. Instead of merely announcing the replacement, the management specifically mentioned that anyone desiring refunds or exchange of tickets for later date could get them. At that and the following night's performances, when only the cast change, not the refund or exchange offer, was mentioned, the few refunds were immediately picked up by prospective patrons waiting in the lobby for that purpose.

"Lost In the Stars," the new title for "Cry the Beloved Country," the forthcoming Maxwell Anderson and Kurt Weill musical play, is taken from a song written by the team about four years ago. According to Weill, the new label fits in perfectly with the story line of the original Alan Paton novel, from which the play has been adapted. The tune will also be featured in the show. Copyrighted by Crawford Music Publishers in 1946, the number was recorded for Decca Records by Walter Huston as the flipover for his rendition of "September Song" from "Knickerbocker Holiday."

Legit Bits

Producer-agent Leland Hayward, who's been shwittling between Paris and London recently, is due back Sept. 6, apparently without having acquired any show imports for Broadway. . Russel Crouse was in town last week from his summer place at Annisquam, Mass., for confabs with co-author Howard Lindsay about casting "Life with Mother" for the coming tour. . The Alexander Clarks (Frances Tannehill) back in New York after strawhat thesping in New England. . . Elliott Nugent to the Coast after staging-starring in "The Fundamental George" last week at Cohasset, Mass. Producer-agent Leland Hayward

Cohasset, Mass.

Cy Feuer, co-producer of "Where's Charley?", planes to the Coast tomorrow (Thur.) for another week of confabs with his partner. Ernest Martin, composer Frank Loesser and librettist Jo Swerling on their forthcoming musical, "Guys and Dolls". After confabbing with Tennessee Williams in Capri and spending some time in Rome, Irene Selzniek has gone to London for the opening of "Streetcar Named Desire" this week . Michael Myerberg, who last week leased his Mansfield theatre, N. Y., to DuMont television, will manage Roger Stevens' revival of "Twelfth Night," opening Oct. 3 at the Empire, N. Y. Stevens, a Detroit business man, is understood using mostly his own Stevens, a Detroit business man, is understood using mostly his own money for the production William L. Taub, on the Coast, has announced the signing of Ann Dvorak for the lead in his "People Like Us" production.

All profits from the Laughing Stock Co. production of "Came the Dawn," new musical opening at

Like Us' production.

All profits from the Laughing Stock Co. production of "Came the Dawn," new musical opening at the Master Institute, N. Y. Sept. 8, will go to the Damon Runyon Memorial Fund for Caneer Research, Robert A. Bernstein, Richard R. Hyman and Seth A. Rubinstein collaborated on the work... "Originals Only," composed of non-Equity actors, was formed last week in N. Y. as a showcase for new plays and new talent.

With H. C. Potter, the original stager of the show, traveling in Europie, co-star Rex Harrison directed the tuneup rehearsal of "Anne of the Thousand Days" for its reopening Monday night (22) at the Shubert, N. Y. ... Henri Caubisens is stage manager and williams Chambers his assistant for "Madwoman of Chaillot," which resumed Monday at the Royale, N. Y. ... Henri Caubisens is stage manager and williams Chambers his assistant for "Madwoman of Chaillot," which resumed Monday at the Royale, N. Y. ... One-man show of Donald Oenslager's sketches, models and settings for plays, musicals and ballets will be given Sept. 26-Ovt. 16 by the Ferargil Galleries, N. Y. ... Cheryl Crawford has optioned "The Closing Door," melodrama by legit-film actor Alexander Knox. Her "Regina," musical production of Lillian Hellman's "Little Foxes," is scheduled for Oct, 31 opening at the 46th Street, N. Y.

Lee Shubert, returning last week Lee Shubert, returning last week from Europe, announced the acquisition of the London hits "Daphne Laurcola," with Dame Edith Evans, and "On Monday Next," which he'll present on Broadway. He also confirmed that he'll partner with Arthur Lesser in the New York presentation of "Ballets de Paree" . . . The Theatre Guild is dickering for another West End click, "Love in Albania,"

Hermione Gingold May Do 'Sweet' Revue in N.Y.; Here for Porter Show

Hermione Gingold, British musical star, may do one of the " and Low" revues on Broadway this winter that she played in London in recent seasons. Comediann earlied in New York last week with all the material in her possession from the three musical clicks, "Sweet and Low," "Sweetest and Lower," and "Sweetest and Lower," and "Sweetest and Lower," Lowest."

The star came to the U.S. to be in readiness for rehearsals of the new Cole Porter show. "Heaven and Earth," which Lemuel Ayers and Saint Subber will present, with book by Dwight Taylor and staging book by Dwight Taylor and staging by John C. Wilson. However, the start of rehearsals has been delayed for script revisions, so Miss Gingold may do another show rather than wait around.

The Theatre Gulia, among several other managements, had considered starring Miss Gingold in a Broadway revue with material from the three "Sweet" editions, but

the three "Sweet" editions, but nothing ever came of it. The re-vues are figured to have enough material suitable for American au-diences particularly since they diences, particularly since they were popular among Yank service-men in London during the war. Miss Gingold was a special favorite with GI audience then, too.

Colton as Temporary Successor to Fleisher

No one has been chosen to succeed the late Sidney R. Fleisher as attorney for the Authors League of America and negotiator of film sales of legit plays. Handling both assignments temporarily is Edward E. Colton Fleisher's law partner. assignments temporarily is Edward E. Colton, Fleisher's law partner, who has worked on League and Dramatists Guild matters with him for the last 21 years.

Fleisher died Aug. 10 after an extended illness.

in which the principal character is a tough U. S. Army sergeant ... And various managements are after Christopher Fry's comedy-in-verse, "The Lady's Not for Burn-ing," in which John Gielgud and Pamela Brown are co-starred in London

ing," in which John Gielgud and Pamela Brown are co-starred in London.

Drama critics Peggy Doyle, of the Boston American, and Helen Eager, of the Traveler, in N. Y. this week to catch the Broadway shows . . Peter Glenville, who had intended returning to England for a visit before directing rehearsals of "Double Bill" for Maurice Evans, has been too busy with caging, so he's remaining setting, so he's remaining setting, so he's remaining setting, so he's remaining setting the Terence Rattigan plays open on Broadway . Actress Uta Hagen, who advertised an offer of free tickets to "South Pacific," "Miss Liberty," 'Detective Story added inducement for "an adorable apartment in the Village," and even mentioned the proposition over the air during guest radio appearances, finally landed a Washington Square place she liked, but via conventional means.

Total Legit Grosses

The following are the comparative figures, based on VARIETY'S oxoffice estimates for last week (the 12th week of the season) at the corresponding week of last season;

BROADWAY	This Season	E Season
Number of shows current	13	14
Total weeks played so far by all shows	182	236
Total gross for all current shows last week	\$380,500	\$374.200
Total season's gross so far by all shows	\$4,649,100	\$5,074,600
Number of new productions so far	2	2
ROAD		
(Excluding Stock)		
Number of current touring shows reported	7	13
Total weeks played so far by all shows	115	163
Total road gross reported last week	\$177.800	\$292,100
Season's total road gross so far	\$3,034,700	\$3,779,000

Strawhat Reviews

Good Housekeeping

49.
Helen Hayes
Kent Smith
Mary Malone
Jack Manning
Mary MacArthur
Howard Stone
Matt Briggs
Katherine Raht
Shirley Standlee

Pleasant strawhat dalliance but thin for Broadway is William McCleery's new play, which carries on the tale first developed in his "Parlor Story" of two seasons ago. Without Helen Hayes, who seems subdued by the role after her cavorting in "Happy Birthday," there would be little drawing power here. Even the star's own moments of animation are few.

It's an American success story. The first play dealt with rise of an intellectual to the heights of college presidency. Here the prexy climbs another step towards the governorship of the state through his wife's push, and all to the dismay of the wily politicians. Walter Abel was the former president; Kent Smith, carrying on, turns in a forthright job as the would-be governor. Mary MaeArthur, again appearing with her ma, Miss Hayes in the strawhat circuits, is more decorative than important, the role making virtually no demands on her.

Jack Manning, as the newspaper-

making virtually no demands on her.

Jack Manning, as the newspaperman who steers the unwitting scholar toward what appears to be a victory over the state's boss, adds a much-needed brightness to a generally dull affair. Eugene Fitsch's setting is excellent, and Donald Richardson's direction emphasizes Miss Hayes' personality.

The play needs plenty of work if anything but a silo solo is planned. Brighter lines, less sophomoric humor, fewer corny antics and more real action would help.

Dame.

Conge

Cohasset, Aug. 15.

South Shore Playhouse production of comedy in three acts by Max Wylie and John C. Gibbs, Stars Elilott Nugent. May Compare the Cohasset, Mass., Aug. 15. '49.

Lee Nugent May Cohasset, Mass., Aug. 15. '49.

Lee Nugent Mits. Angel Helen Honfils John Hyde Richard Derr Helen Hunter Brady Cavell Mits. Angel Helen Hunter Brady Cavell Mits. May Cavell Mits.

An occasionally funny but hone-

sudden realization by all concerned that they've been silly, brings the curtain down on a happy family. Despite the wryly humorous lines and the characterization given to George, the play never adds up, one fundamental Georgian monolog after another leading into a narrative boobytrap. In all this, only Elliott Nugent comes out on top. He makes every line and every piece of business score heavily, turning George into one of the more telling characters to appear in some time. The explanation of why George paved his farm is a gem to begin with, and Nugent makes it memorable. The others in the east, competent enough, are too makes it memorable. The others in the east, competent enough, are too sketchily drawn by the authors to register, but Lee Nugent gives her father a nice assist as the secretary, and there are okay performances by Doris Dalton, Richard Derr, Alexander Clark and Robert Ober. It was nicely produced by the South Shore Playhouse, and Nugent, as director, got as much out of it as anybody could. Elie.

Violet Marian Ellerbe Church Woodruff S. in Rice Benny John Hummelheber A theatrical hunch took shape and rocketed an old and scarcely remembered farce, an able but unsung juvenile, and a briskly competent but little known cast, into the season's sleeper at Olney theatre past week.

With the barn outfit solidly In the black, producers Richard Skinner and Evelyn Freyman felt they could afford to gamble on the local success of Dean Harens, resident juvenile, who had practically obscured the bobbysox appeal of screen star Guy Madison with his bell-ringing support in "John Loves Mary." Anyhow, the nut would be so small that the financial risk was almost nil—so John Kirkpatrick's "School for Charm." a mild success on Broadway circa 1925, was resurrected, retilled, and moved back into the first decade of the 20th century. Critical and audience reaction rocked the wooden rafters of the country theatre all week, with repercussions that may result in moving the whole thing, cast, story, et al., to Broadway next fall. Original Broadway Rachel Crothers' production starred Elizabeth Patterson in the mother's role. With Harens in mind, the role of Joe, hero of the story, is built up. Either one is a comic plum from which Harens, as a small town sodal jerker, and Paula Trueman, as the mother of his girl, gets the last bit simplest and most innocent, and at times, corniest, but never have audiences howled with such unrepressed bellylaughs in the successful history of this strawhatter. Its very lack of pretension and depth lends it charm and whimsy, and makes it the rollicking fun it turns out to be.

An occasionally funny but honelessly undisciplined affair. "The Fundamental George" doesn't stand a chance in its present format. Pounded into shape, however, it could contend on Broadway and make a neat film, too.

The authors go wrong in having neglected to create any characters save George himself and any situations worth putting him in. Even those they do devise for him poor out one after the other, leaving but a residue of droll monologs. But George himself is a bright inspiration. A soap opera writer, he lives on a Connecticut farm which, in a majestic gesture of defiance to nature, he has paved over with 18 acres of ecment.

His wife, from whom George has been growing farther and farther away, interprets this as a significant with the ends at humbers of the country theatre all week, with repercussions that may result in repercussions that may result in the processor that may result in the mother's role. With Harens in mind, the role of the story, is built up. Either one is a comic plum from which Harens, as a small torn sodal that should be here of the story, is built up. Either one is a comic plum from which Harens, as a small torn sodal of the server and monologs. But a residue of droll monologs. But a residue of treatment of the section of the word in the white state of the section o

Play Out of Town

The Quick and the Dead

Philadelphia, Aug. 19.

Hedgerow Theatre production of drama in three acts by Gerald Savory Directed by Catherine Rieser; setting, Michael de Beausset: costumes, Shelley Forman. At Hedgerow theatre. Moylan-Rose Valley, Pa. Aug. 19. 40, 82.30 top.

For its 165th production, the Hedgerow Theatre has chosen a play apart from its usual scheme of things, and does it very well indeed. Gerald Savory's "The Quick and the Dead," while a thoughtful and intelligent exploration of a postwar theme, has none of the propaganda, none of the revolutionary under-current, none of the striving "ultra" novelty so often found in little theatre presentations. It is quite conventionalized in mold and, perhaps for that reason, has more claim to attention as a commercial possibility.

Savory follows in the recent trend of father-and-son themes ("All My Sons," "Death of a Salesman" and "Edward, My Son") and thas worked out a gripping and generally dramatic variation. Scene is an ordinary English household, one of whose sons was killed in the war and another totally blinded. The father, a small factory owner, has always idolized the slain boy and bears what is almost resentment against the sightless lad on his return.

It develops that the dead boy, far from having been the hero on the battlefield his father believed, had been a coward, and it later develops that, in private life before the war, he had been a long way from the perfect specimen and paragon his well-meaning father thought him. The dead boy's widow, who knew his cruel and junpleasant streak, was the first to learn that the story of his heroism was a complete hoax, concocted by the blind brother and two of his biuddies. The mother, also half-comprehending from the start, is the next to find the truth, but the father, fanatical in his worship of his elder son, will not accept the real facts until they are forced on him. The blow almost kills him and even then it appears for a while that there is no chance of a complete reconciliation between himself and the blind lad. After intercessions by mother, young widow and buddies, the breach between father and son is finally healed in a singularly beautiful if slow-paced scene.

When Broadway turns a completely cold shoulder on J. B. Priestley's "The Linden Tree," another play dealing with postwar problems of an English family, it is questionable whether Savory's play, also leisurely in its pace, will make the grade. But it certainly does have legitimate drama, deep sympathy, a literate understanding of human nature and nice touches of more or less new names. Michael de Beausset shines as Captain and son is finally healed in a singularly sepaling and believable as the blind boy, and Gretchen Anton-Smith and Wesley Huss do well as the prents, the

Huss do well as the parents, the latter's role being perhaps the toughest to put across. Miss Rieser's direction is imaginative and intelligent. Waters.

4 More Shows Jump to Capacity As Nifty Weather Ignites B'way; 'Liberty' 44G, 'Ear' 28G, 'Fancy' 13G

'RED MILL' NIFTY 53G IN ST. L. AL FRESCO

St. Louis, Aug. 23. The Red Mill," Victor Herbert "The Red Mill," Victor Herbert musical, wound up its sixth one-week stand in the Municfpal The-atre Assn.'s al fresco playhouse in Forest Park Sunday (21) with a nifty \$53,000.

roity \$53,000.

For the second time in two seasons, Nan Stratton, member of the opera's warbling chorus, scored as understudy. Friday (19) Xenia Banks, who had one of the lead roles, was hospitalized by appendectomy, and Miss Stratton filled the bill. Last season she scored as a sub for Sue Ryan who collapsed from the heat during a run of "Connecticut Yankee," Others who won the mob and crix in "Mill" are Jon Crain. Betty Engel, William Lynn, Jack Goode, Edwin Steffe and Betty Anne Nyman. The ballerina routines of Bettina Rosay also scored.

Season is wheeling into its 15.

serina routines of Bettina Rosay also scored.

Season is wheeling into its 15 nights with "Song of Norway," which teed off the stand last night (Monday). An opening night mobof 10,500 grossed approximately \$4,000. Helena Bliss, who created a role in the original cast; Brenda Lewis, Robert Shafer and John Tyers are clicking in the leads. Standouts in support are Sig Arno, Mabel Taliaferro, Edwin Steffe, Robert Bernard, Melton Moore and Edith Lane. Dance routines by Pittman Corry and his wife, Karen Conrad, and Maria Tallchief also scored. Watson Barratt contributed some neat sets.

'Roberts' Up To

\$24,800 in Chi

Chicago, Aug. 23.

announcements for "Mr. in Mr. Ice of 1956," Century only legiter here, with reat play may close as it over a year ago—with SRO es. Meanwhile, gross is exteadly, having increased 10 over last week. ngs skedded thus far are rer and Smoke," Sept. 5; f'House on the Sea," Sept. 19 iss Me, Kate," Sept. 22, instance, the sea one weeks, Oct. 3.

"In three performances, cut last week's gross to \$23,700.
"Detective Story," Hudson (22d wk) (D-1,057; \$4.80). Leaped back to virtual capacity; \$22,500.
"Goodbye, My Faney," Fulton (39th wk) (C-2,964; \$2.80). Ruth Hussey starrer got a welcome hypo; 200med to dandy \$13,000.
"Howdy, Mr. Ice of 1956," Center (13th wk) (R-2,964; \$2.88). Got lost of tourist patronage and sprinted to \$37,000.
"Kiss Me, Kate," Century (34th wk) (M-1,654; \$6). Another of the invariable sellouts with no room for betterment; \$47,200 as usual.
"Lend An Ear," Broadhurst food the general advance for a gain of \$8,000 to a gross of \$228,000.
"Miss Liberty." Imperial (6th parts). Chicago, Aug. 23.
Closing announcements for "Mr. Roberts" has hypoed b.o. activity for the only legiter here, with result that play may close as it opened over a year ago—with SRO audiences. Meanwhile, gross is climbing steadily, having Increased by \$1,500 over last week.
Openings skedded thus far are "Summer and Smoke," Sept. 5; preem of "House on the Sea," Sept. 15: "Death of a Salesman." Sept. 19

Openings skedded thus far are "Summer and Smoke," Sept. 5; preem of "House on the Sea," Sept. 15; "Death of a Salesman," Sept. 19 and "Kiss Me. Kate," Sept. 22. "Brigadoon" will do a repeat here for three weeks, Oct. 3.

Estimates for Last Week
"Mr. Roberts," Erlanger (50th
week) (1,334; \$4.33). Take upped
to nearly \$24,800.

Foy-'Shoes' Socko \$51,700, 'John' 7G, 'Sugar Hill' 7G, L.A.

Los Angeles, Aug. 23.

Los Angeles, Aug. 23.

"High Button Shoes," which is here under auspices of the Los Angeles Civic Light Opera Co. and "New Moon" at the outdoor Greek theatre in Griffith Park, are pacing the legit field here, both doing solld but not sensational biz. "John Loves Mary," starring June Lockhart, failed to catch on despite good notices for the actress. "Blackouts of 1949," Ken Murray's show, continues at its usual steady speed. "Sugar Hill," all-colored musical revue at the Las Palmas, is doing so well its producers will keep it running for some weeks more.

Estimates for Last Week

Estimates for Last Week

"Blackouts of 1949" El Capitan.
(374th wk.) (1,142; \$2,40). Solld
\$17,100.
"High Button Shoes." Philharmonic Aud. (1st wk) (2,670; \$4.80)
Clowning of Eddie Foy, Jr., and
general acceptance here of musical
shows bettered \$51,700 for first
week

shows bettered \$51,700 for first week.

"John Loves Mary," Biltmore (2d wk) (1.636; \$2.50). Very mild \$7.000 for final week of the Masquers Club production.

"New Moon" Greek theatre (2d wk) (4.400; \$3.60). Straight week of good weather helped second stanza considerably, with take sharply up over previous week. Healthy \$51,500.

"Sugar Hill," Las Palmas (6th wk) (388; \$3.60). Strong \$7.100.

Attendance on Broadway last week began the long climb back from the summer low. Soarked by cool weather and possibly some tourist trade, there was lively boxoffice activity at all shows. Business started fast this week and, unless a heat wave brings a temporary setback, the uprend may continue through Labor Day, when the traditional fall spurt begins.

Receipts were decidedly better from the start of last week, and zoomed to virtual sellont proportions at the midweck matinee and held the pace through the remaining performances. As a result, the week's gross jumped as much as \$6.000 in some cases, and improved substantially at all but the regular sellouts.

Reopening Monday (22) of "Anne of the Thousand Days" at Shubert

the regular sellouts.

Reopening Monday (22) of "Anne of the Thousand Days," at Shubert, and "Madwoman of Chaillot," at the Royale, brings the list to 15 entries. No closings and no other added entries are scheduled for several more weeks.

Estimates for Last Week

Keys: C (Comedy), D (Drama), CD (Comedy-Drama), R (Revue), M (Musical), O (Operetta). Other parenthetic figures refer to seating capacity and top price, including 20°c amusement tax.

including 20°: amusement tax.

However, estimates are net; i.e., exclusive of tax.

"Born Yesterday," Miller (185th wk) (C-940; \$2.40). Longest-run show of the list spurted into the black and now looks set until it is forced ont by the new season productions; nice \$6.500.

"Cabalgata," Broadway (7th wk) (R-1.900; \$3.60). Joined the general upturn; \$18.700.
"Death of a Salesman," Morosco

"Death of a Salesman," Morosco (28th wk) (D-919; \$4.80). Refunds of \$490 when Lee J. Cobb missed three performances, cut last week's gross to \$23,700.

gain of \$8,000 to a gross of \$\$28,-000.

"Miss Liberts," Imperial (6th wk) (M-1,400; \$6,60). Irving Berlin-Robert E. Sherwood tuner reversed its recent course, accelerating to sellout \$44,000,

"Mister Roberts," Alvin (79th wk) (CD-1,357; \$4,80). Holdover click rebounded to virtual capacity at \$34,500.

"South Paelfie," Majestic (20th wk) (M-1,659; \$6). The b.o. champ gets the standee limit at all performances even during general slump conditions; all the house will hold, as always, \$50,600.

"Streetear Named Desire," Barrymore (90th wk) (D-920; \$4,80). Tennessee Williams prize-winner of the 1947-48 season joined the prevailing rise; fine \$17,000.

"Where's Charley?" St. James (45th wk) (M-1,509; \$6). Ray Bolger show hopped back to capacity \$37,800.

'KATE' CAPACITY 42G, 'STREETCAR' 28G, FRISCO

San Francisco, Aug. 23.

"Klss Me, Kate," with Anne Jeffreys, Keith Andes, Julle Wilson and Mare Platt, held to an absolute capacity \$42,000 for its second week at the 1,775-seat Curran, Civic Light Opera production and its neighbor, "Streetcar Named Desire," at the next door 1,530-seat Geary, are the hottest legits to hit Frisco in many seasons, both getting virtual capacity.

"Streetcar," with Judith Evelyn and Anthony Quinn, chalked up a fine \$28,000 for its fourth stanza, "Kate" is scaled to a \$4,80 top and "Streetcar" to a \$\$4,20 top.

Duncan Baldwin and Nancy Cushman left Harry L. Young's Brattleboro, Vt., summer theatre to join the Chicago company re-hearsing "Death of a Salesman," in which Thomas Mitchell will star.

Strawhat Reviews

f events reminiscent of "You can't Take It With You" are set into motion.

Into motion.

There's a second-act party, a la the Charm book, a combination of a studio party and a "soiree" that's so screamingly funny it borders on satire, except that it's played absolutely straight. Party fizzles when Joe's acquired savoir faire gets the better of him and he shocks the town by turning into a wolf before its startled eyes. In the end, Joe's charm spreads to the entire femme population and almost enmeshes him in his own net, but he gets his girl and all is well.

Accent of the farce is on charac-

him in his own net, but he gets his girl and all is well.

Accent of the farce is on characters rather than plot, and the three acts are rife with these. Meatiest of all is that of Mrs. Harper, Ida May's blunt and distraught mother. Paula Trueman, the original Essie in "You Can't Take It With You," plays this for all it's worth, milking the sometimes worn lines dry. Philippa Bevans, as the scatterbrained Mrs. Wilson; Miss Dayton, Donald Foster, as the father, and William H. Putch, the book salesman, all rate kudos. Latter role, incidentally, was the one in the original version which helped launch Lee Tracy.

S. Syrjala, who has been hitting a weekly jackpot here with his sets, clicks again with a pair of them, one, of a turn-of-the-century smalltown sitting room, the other a 1910 abothlecary's shon. Harry Ellethe's

town sitting room, the other apothecary's shop. Harry Ellerbe's direction is solld. Lowe.

Western Wind

Westport, Conn., Aug. 20. Westport Country Playhouse production of comedy by Charlotte Francis, Stars Cornel Wilde. Directed by Martin Manu-lis. s. abriel John Baragray ermione Patricla Knight nthony Cornel Wilde

Here is a skimpy paraphrase of "The Voice of the Turtle," artlessly contrived, sketchily written, but given a certain vitality by the gusty playing of Cornel Wilde in the central role. The yawns of the hardbitten Westport first-nighters didn't mean a thing, however, and there was only standing room by the end of the week here.

The martial readjustments of re-

The marital readjustments of returning soldiers served the theat well for awhile, beginning with good drama, "Soldier's Wife," an good drama, "Soldier's Wife," and concluding with a better comedy, "John Loves Mary," "Western Wind" proves almost for certain that the cycle ended there.

that the cycle ended there.

Charlotte Francis, a London actress, authored "Western Wind," and it is her antic idea that war brides should be wooed all over again by their returning mates to refresh their mutual memories. Anthony, her hero, had met and married the pretty Hermione on short notice and hadn't been back home for five years.

Hermione had been living han-

home for five years.

Hermione had been living happily with a handy newspaperman for the last two of these, and Anthony, returning from the wars, knew that he must be a misty figure in his wife's cyes. He sets out therefore to court her all over again and recrults the services of the surprised newsman to hclp him.

Wilde whips through the play as if it had been written by a Dumas and performs with a relish asked but not always found in a lively, expensive film star on a summer out-ing. He is handsome, forthright and suitably beguiling.

Not so much can be said for Mrs.
Wilde, who is the Patricia Knight
of the playbill. She is very pretty
but scems to spend most of the
time dwelling on the lines. John

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"You are set true a le

Mr. Arcularis

Mr. Arcularis
Provincetown, Aug. 15.
Provincetown Playhouse production of comedy in two acts (8 seenes) by Conrad Alken and Diana Hamilton. Directed by Charles Moore. sets by Virginis Thoms. At Provincetown, Mass. Aug. 15. 49.
Miss Hoyle. Carol Johnson Miss Shell Virginia Thoms. The Carol Johnson Miss Shell Virginia Thoms. Dr. Wetheril. Robert Carlson Anesthetist. William Roberts. Dr. Alderton. George Roy Hill Mr. Arcularis. James Andrews Mrs. Merrick. Catharine Huntington Harry Freeme. Catharine Huntington Harry Freeme. Thom Did Cole Man With Dark Glasses Wm. S. Robinson Lady in Pink: and Mother Carolisis. Captain Joseph Lazarovici Uncle David Charles Moore

Longhair poet Conrad Aiken has come up with a play that is being hotly discussed up and down Cape Cod, but judging by the situation at the moment it'll not be hotly discussed anywhere else. Broadway, for instance.

way, for instance.

Arcularis, a tormented fellow played with subtlety by James Andrews, writhes on an operating table at the start. Then he appears on shipboard, with nurses and doctors cast again as tourists and ship's officers. A girl tries to convince him that the future is bright, that his soul, tormented by the memory of the drowning of his mother and her lover in his youth, will be redeemed. Arcularis dies back on the operating table again, but Aiken comes up with a new twist every other performance and appears to be as mystified by the whole thing as the audience.

This opus, with some very poetic

whole thing as the audience.

This opus, with some very poetic lines and a haunting sort of suspense, loses much when the redemption theme is lost in death. It's based on an old short story by the author, resurrected in London and staged by Diana Hamilton. Aiken has been reworking it for years.

years.

Robert Carlson, as a doctor and minister, Joseph Lazarovici, as the ship's skipper, and George Roy Hill, as a suspicious fellow passenger, turn in excellent bits. But it's all a little too mystical to make contact with the average audience, and its future seems equally mystical

Night and The Star

The Night and the Siar Winosoki Park, Vt. Aug. 16.
St. Michael's College Playhouse production of three-act trans are progress, staged by Henry G. Fairbanks, sets and ighting, Matt Horner. At St. Michael's Playhouse, Vt. Aug. 9-13, '49; \$1.95 top. Tom Beaumont John Garth III Al Trundall Matt Horner Fred Jarvis John Buell britt Collins Fred Graves Water Prince Water Pr John Buel
Fred Grave:
Van Prince
Bob Stevensor
Gene Harve:
Arthur Edward
Margaret Magenni

St. Michael's Playhouse premiere of the \$3,000 Christopher award play is the third new play to be staged here in three season's, and while the play has a terrific impact, it could do with some judicious editing.

Play concerns the night of a proposed lynching and a southern sheriff who has to decide whether or not to protect his Negro prisoners. It's just a little too pat that the alleged rapist is the son of an other prisoner who was taken 25 the alleged rapist is the son of an-other prisoner who was taken 25 years before from the same jall when the sherriff's father was sheriff. Single split set showing of-fice and cell block of a southern jall tends to restrict action, but topflight performance in nicely typed roles results in building show.

show.
Fred Graves makes quite believable the conflict within the sheriff. His attractive wife, played by Margaret Magennis, and appeal of his mother (Adele Thane) add further cross-currents. Only relief from mounting tension is role of Tom Beaumont. John Garth III walks off with honors as Negro jail inmate.

off with honors as Negro jail inmate.

Van Prince, who returned to native Burlington to take the role of the educated Negro who came back to help his people, turns in workmanlike job. Some of author Oberg's best writing is in scene where Prince reproaches Garth for not doing something for his people, and Garth accuses Prince of stirring up trouble. Arthur Edwards has a choice role as the smalltown editor who first tips sherif off to lynch plot. Matt Horner and John Buell are excellent as hard bitten deputles who think a lynching would be "fun." Bob Stevenson is crass as the district attorney, and Gene Harvey is the Yankee lawyer who insists on his client's rights

but hesitates to help the sheriff when the chips are down. Single set by Matt Horner, as-sisted by Peter Galanis, is excel-

sisted by Peter Galance, ...
lent.
"Night and The Star" doesn't solve any problems. As the story of the moral growth of a single southerner in a generation, however, it is a gripping version of the perennial fight against intolerance.

Dono.

Pink String and Sealing Wax

Brookfield Centre, Conn.

Nutmeg Playhouse production of drama
in three acts (four icenes) by Roland
Pertwee. Features Mary Alice Moore. Patricia Quinn O'Hara. Virginia Vincent.
Bill Rowe and Harold Webster. Staged
by Leon Michel: setting, Richard Hughes.
Opened at Nutmeg Playhouse. Brookfield
Eva Strachan Alphouse. Brookfield
Eva Strachan Alphouse. Brookfield
Eva Strachan Paricia Quinn O'Hara
Albert Strachan Harold Webster
Jessie Strachan Ann Sorg
Edward Strachan Cather: Harold Webster
Jessie Strachan Mary Alm Sorg
Emily Strachan. Mary Alm Google
Emily Strachan. Mary Alm Google
Emily Strachan. Sorg
Emily Str

Leon Michel has a good bet in "Pink String and Scaling Wax," a Roland Pertwee drama that ran two years in London. Michel gave the piece its first American production at his Connecticut strawhat, and hopes to take it to Broadway with Leo Carroll in the pivot role. Tightened up, with some of the incidents telescoped to shorten an overlong first act, the play should do well.

A few light moments and a slow.

should do well.

A few light moments and a slender love story give it a nice balance, but basically it's a tense drama of three days in the life of a 19th century middleclass British family whose lives are changed by brief contact with the town trolop. A martinet father's illusions that he knows what is best for his wife and children are shattered when he learns that his son may be involved in the murder of the interloper's husband.

This is a powerful part, and needs a more adroit touch than Harold Webster could give it. The pretty and able Mary Alice Moore is a good choice for Emily, the oldest daughter: Patricia Quinn Moore is delightful as the mother, and Virginia Vincent excellent as the Cockney tart. And a voungster named Rosamund Riddle, who played the youngest sister, is a comer. A few light moments and a slender love story give it a nice balance, but basically it's a tense

Surefire B. O.

Continued from page 58 =

company manager, pressagent, etc.) company manager, pressagent, etc.) the basic working nut is so high that it is impossible to show a profit on a moderate week. For instance, our two biggest profit-makers in three years of op-

profit-makers in three years of operation have been Miss Bankhead in "Private Lives" and Lucille Ball in "Dream Glrl," whereas the least expensive show we ever did (Turhan Bey in "The Second Man"), a four character, one-set play with a very low star salary, wound up with a net loss of \$2,700 on the week

week.

We are in a highly competitive area (Bucks County, Clinton, Lambertville all within 25 miles) and we have a theatre which is not only we have a theatre which is not only not air-conditioned but not properly ventilated, so the only salvation is to fire away with the most expensive and the best.

Two of our losing weeks this season, for instance, were grosses that would have been capacity in smaller houses.

that would have been capacity in smaller houses.

At any rate, we have closed here and will open with the same setup and staff at the Montclair thearter in Montclair, N. J., Sept. 19. It will be a 10-week fall season res peating many of our most successful shows here: Susan Peters in "Barretts"; Sarah Churchill in "Philadelphia Story"; Cesar Ro-"Strictly Dishonorable," in others.

and others.

We have submitted a proposition on air-conditioning to the Princeton U. authorities and hope they will accept it and that we will be back here next summer for our fourth successive season.

Harold J. Kennedy,
Princeton Drama Festival.

Palestine Play for Chi

Chicago, Aug. 23.

"House In the Sea," drama by two Chicagoans, Cyril Heiman and Philip Gelb, concerning a family torn asunder via political changes in Palestine, will have its world preem here, Sept. 15-16, at the Eighth St. theatre. Playwrights are showeasing for protential transport of the state of t showcasing for potential backers of a New York production. Play's two performances will also be a benefit for the National Society for Medical Research.

Import Peter Scott For Evans Double Bill

Peter Scott, young British actor who appeared in the London pro-duction of the Terence Rattigan plays, will be brought to the U.S. duction of the Terence Rattigan plays, will be brought to the U.S. to do the same parts in the Maurice Evans edition, to be titled "Double Bill." He has important roles in both shows, "The Browning Version" and "A Harlequinade."

ade."
Others set for the cast, besides co-stars Evans and Edna Best, are Patricia Wheel, Bertha Belmore and Louis Hector. Peter Glenville, who directed the London production, will repeat the assignment here.

Cornel Wilde

Continued from page 58 = through the upper midwest. It'll be the second annual tour that the

rheatre has sponsored.

Play is by George Scaton, Hollywood film director and writer, and was produced in New York in

Meridian Hill's Permit Snarl

Meridian Hill's Permit Snarl
Washington, Aug. 23.
Just as if the Meridian Hill open
enough troubles in this, its first
season, the D. C. Superintendent of
Licenses has ordered a summons
served on it for failure to take out
a license.

served on it for failure to take out a license. However, there is an interesting question here of whether a theatre, operated in a park controlled by the U. S. Department of Interior, is required to be licensed by the municipal authorities. Interior Department is understood to be backing up the theatre in its refusal to buy a license from the city.

Doc's Play In Tryout
Cleveland, Aug. 23.
Leon H. Dembo, author of "Zone
of Quict," comedy to be tried out
next week at the Lake Shore playhouse, Derby, N. Y., is a local
pediatrician. The play, which is
localed in a hospital, was originally
presented in 1940 by a semi-pro
troupe at the Hanna theatre here.
The author-doctor has since revised
the script extensively.

The author-doctor has since revised the script extensively. George Dembo, the playwright's son, is technical director of the Derby strawhatter, of which John Dee is director.

8 Tryouts This Week

Eight plays are getting their initial showings on the strawhat circuit this week. Of these, two have name stars. The Cape playhouse, Dennis, Mass., is offering Gertrude Lawrence in Daphne du Maurier's "September Tide," and Diana Barrymore is starring in Robert Waldron's "Three Citizens From Heaven" at the Litchfield (Conn.) summer theatre.

The other six include "Take A Dream," by Bernard Welch and Alice Lee Edwards, at the Peterborough (N.H.) summer theatre: Robert Hill's "Country Matters" at the Woodstock (N. Y.) playhouse: Gerald Savory's "The Quick and the Dead," today and tomorrow (Wed.-Thurs.), at the Hedgerow theatre, Moylan, Pa.; William Happ's "The Whipping Boy" at the Red Barn theatre, Westboro, Mass.; John Walsh's "Follow the Patriot" at the Merrimack playhouse, Concord, N. H., and a new revue by Willard Jodice at the Nantasket (Mass.) playhouse.

"Texas Li'l Darlin" tops the list of tryouts being offered next week. The new musical, with book by John Wheedon and Sam Moorc, lyrles by Johnny Mercer and music by Robert Emmett Dolan, will be put on at the Westport (Conn.) Country Playhouse, Kenny Delmar and Elaine Stritch head the cast, which features Danny Scholl and Harry Bannister. Paul Crabtre is directing and Emy St. Just is supervising the choreography. Also scheduled for next week are "Yankee Clambake," new revue by Milton Lyon and Stanley Pearl, at the Chapel playhouse, Guilford, Conn.; Benn W. Levy's "Clutterbuck" at Elitch Gardens, Denverteon Stein's "Letter From Harry," which finishes off the season at the Putnam playhouse, Mahopac, N.Y.; "While the City Sleeps," new musical by Alfred Dumais and Richard Cutts, at the Camden Hills (Me.) summer theatre; an united musical at the Mountain playhouse, Jennerstown, Pa., and "Lo and Behold," a new musical by William Happ and Brown Furlow at the Red Barn theatre, Westbow, Mass.

Edith Van Cleve Recupes
Edith Van Cleve, of the Music
Corp. of America legit department,
is expected back at work immediately after Labor Day, following
an extended illness.
She's staying with relatives at
Katonah, N. Y.

Road's Own Shows

__ Continued from page 1 :

Arena Managers Assn. in present-ing and touring its own ice show, the perennial high-grossing "Ice-capades."

In the latter case, the local arena In the latter case, the local arena men decided to produce their own show after balking at booking terms offered by Arthur Wirtz for "Sonja Henie's Hollywood Ice Revue." As an alternate attraction, "Icecapades" has not only provided satisfactory business for the local arenas, but has piled up substantial profits for the producing syndicate. The click of "Icecapades."

The click of "Icecapades." in fact, has suggested to local theatremen the possibility of adapting ice shows and other not-strictly-legit productions for booking in stage houses. For instance, it's noted, another touring skating show, "Holiday on Ice," which has its own portable rink, is not limited to arenas, but can play almost any type of house. It, or another show like it, might be cooperatively produced and booked by the local local like it, might be cooperatively pro-duced and booked by the local legit

A cooperative setup, it's figured, would have to have an overall production board or committee, with a fulltime manager in charge. It might present revivals of old suc-cesses, particularly in the musical field, where bigger grosses might be forthcoming. It could also ac-quire the touring rights to Broadway shows, either taking over the productions intact, with the same cast, or recasting them on a modified budget, as the late Jules J. Leventhal did.

Leventhal did.

The road organization would have to have its own scouting setup, so it could cover promising operetta productions at such spots as Dallas, St. Louis and so on, and straight-play presentations at leading strawhats like Westport. Dennis, Stockbridge, Olney, Marblehead, etc. It might then take over the suitable ones for touring over its circuit during the regular season. son.

Shuberts Used to Do It

Shuberts Used to Do It
That sort of operation is more or less what the Shuberts used to do years ago, in order to supply product for their numerous out-of-town theatres. Even if the shows didn't make money themselves, they kept the circuit theatres lighted and thus paid the overhead and realized an overall profit. That the Shuberts haven't forgotten the principle is shown by their recent principle is shown by their recent acquisition on a sharing basis of Margo Jones' production of Tenessee Williams' "Summer and Smoke" for a tour of UBO theatres.

Although some of the local managements that might join in a cooperative producing-booking setup are affiliated with UBO, that pre-sumably wouldn't be a serious comsumably wouldn't be a serious complication. There would probably be occasional booking conflicts, it's conceded, but UBO can no longer supply continuous attractions for most road theatres, so it would have difficulty preventing them from producing or booking their own shows.

Principal local managers who Principal local managers who would be expected to participate in a cooperative organization are Milton Kranz, of the Hanna, Cleveland; James Nederlander, Lyceum, Minneapolis; Robert Boda, of Hattman, Columbus, O.; Paul Beisman, American, St. Louis; David Nederlander, Lafayette, Detroit; James Nixon, Musle Hall, Kansas City; Gdward Kranner Mayubad, Balti-Edward Kramer, Maryland, Balti-more, and several theatreowners on the Coast and in the northwest. Such a setup would probably ex-tend its activities into the split-week and one-night field after a season or two.

From present indications, the number of touring shows this fall may reach a new low. Broadway entries from last season will possibly include "Anne of the Thousand Days," "Death of a Salesman" (second company), "Detective Story" (second company), "Goodbye My Fancy", "Madwonan of Story" (second company), "Good-bye, My Fancy," "Madwoman of Chaillot," "Streetcar Named De-Chaillot," "Streetcar Named De-sire" (original production), besides the already-touring "Brigadon," "Kiss Me, Kate" (second company), "High Button Shoes," "Streetcar" (second company), "Mister Rob-erts" and the about-to-resume "Oklahoma!" and "Finian's Rain-bow."

For such tryout stands as Boston. Philadelphia and New Haven, there will be various pre-Broadway tuneup bookings, but it appears that the number of these, too, may drop below last season's sorry total.

Literati

Blanshard Book Rides Tide

Blanshard Book Rides Tide
Sales of Paul Blanshard's book,
"American Freedom and Catholic
Power." have risen considerably
since the controversy between Mrs.
Eleanor Roosevelt and Cardinal
Spellman over Federal aid to parochial schools. Since its publication
by Beacon Press April 14, book had
been selling at the rate of 1,000
copies per week. After the school
aid argument broke out, it jumped
to 2,500 and has stayed at that
figure for the past three weeks.
Book has had a surprisingly large
total sale of 26,000 to date.
Before the controversy, the book
made the N. Y. Times best-seller
list only once but fell off the bottom in consequent listings. In recent weeks, it has placed ninth in
the Times and 16th in the Herald
Tribune and Publishers Weekly
has made it a candidate for a bestseller. The Blanshard tract stirred
up a big dispute on its own as a
result of its attack against the
Church's alleged interference in
non-religious spheres.

Luce L. A. Throwaway Out

Luce L. A. Throwaway Out

Luce L. A. Throwaway Out
Folding of Los Angeles Independent, which merged half a
dozen throwaways from Pasadena
to the sea, added 2,600 to California's unemployment figures.
Staff of the paper and pressmen at
the Pacific Press accounted for at
teast 250 of these. Newsboys were
hardest hit, as paper was a door-todoor job throughout the whole
metropolitan are a, guaranteeing
more than 500,000 circulation.
Sudden collapse was a surprise

more than 500,000 circulation.
Sudden collapse was a surprise because Henry Luce, principal backer, sent some scouts out to the Coast to check on the experiment and these reported things were going so fine that raises could be expected this fall. But Luce's colleagues reversed him and when he pulled out, the local L. A. dough took a dive with him.

Ezra Goodman had been doing a column on Hollywood and Rian James wrote on all things, boiled down to Hollywood gossip.

Maggy Gould's Novel

Maggy Gould's Novel
Maggy Gould, actress, is having
her first novel, "The Dowry,"
brought out by Morrow this month.
Mrs. Gould has been with the Barter Theatre in Abingdon, Va., all
summer. She has also written
plays, two of them currently under
option for Broadway.

Fadlman, Jr.'s First Book

Fadiman, Jr.'s First Book
Edwin A. Fadiman, Jr., nephew
of Clifton Fadiman, has authored
"The Voice and the Light." a novel
based on the early girlhood of
Saint Joan, to be published next
month by Crown,
Galley proofs of the book were
received the day before 23-yearold Fadiman's marriage to Susan
Thorne, actress.

Trib off Bounds in Canada

Any Catholic connected with the editorial, mechanical or distribution ends of The Canadian Tribune, Communist weekly tabloid published in Toronto, will be excluded from the sacraments of the Church, according to Cardinal McGuigan, head of the Catholic faith in Canada. Penalty also applies to such non-political writers on The Tribune as handle theatre, films, sports, wonnen's activities.

The offenders will be "reconciled to the Church after expressing true contrition and purpose of amend-

The offenders will be reconcised to the Church after expressing true contrition and purpose of amendment." Edict also applies to newsboys and news dealers.

New Irish Censor
District Justice Thomas G.
O'Sullivan, of Dublin Metropolitan
Court, was named by Minister of
Justice Sean MacEoin to the Irish
Censorship of Publications board.
He replaces Dr. T. D. Smyth. of
Dublin U., who bowed out a month
ago after d is a gree ement over
method of censorship employed.

Protestant Weekly

Plans going forward for publication of a national weekly representing Protestantism, according to Dr. Homer R. Gettle, Fort Wayne, who with David Hogg, has been publishing The Protestant Voice in that city since 1941. Plans for the new publication, to be known as The Protestant World, to purchase The Protestant Voice are unchanged, although the transaction is awaiting completion of a survey of Canada by Dr. J. W. Montgomery, former Fort Wayne pastor, and a group representing practically all Protestant denominations in Canada. The Canadian survey, about half completed, has shown that Canadian church leaders favor the idea of the publication. From Canada, officials expect to get about 20 corporate board

members as well as writers and workers for the Canadian section.

workers for the Canadian section.

It is believed the equipment and offices of the new paper will be transferred to New York and that publication will begin early in 1950. Officials of the publishing firm say that the goal of the publication will be "to bring about throughout the world a sense of community among all Protestants."

L. A. Daily News Hypo

Robert L. Smith, general manager of Los Angeles Daily News, has just returned to the Coast from N. Y. after ordering \$600.000 new equipment for an expansion pro-

Manchester Boddy, publisher, branded reports of paper being for sale as ridiculous.

CHATTER-

CHATTER—
Carolyn Saks appointed fashion editor at Seventeen mag.
Jane Pickens will be profiled in Collier's magazine in October.
American writer Harvey Runner guest of honor at Anglo-American press luncheon, in Paris.
Nate Gross, Chicago Herald American columnist, returns Sept. 1 from an European journalistic junket.

American columnist, returns sept.

I from an European journalistic
junket.

John Klempner's yarn, "Here's
Addie," a sequel to "Letter to
Three Wives," will be published as
a serial by Cosmopolitan mag.

Ward Marsh, Cleveland Plain
Dealer's film critic, in Hollywood
rounding up material for a series
of lectures at Cleveland College.

Man-bites-dog: editor Ted Patrick (Holiday) ho st in gliterary
agent Mark Hanna at his Quogue
(L. I.) manse until past Labor Day.
"Hungry Dog," originally published in 1941 by Rinehart has
been sold by author Frank Gruber
to Nicholson & Watson. Deal involves only the French rights to
the book.

Whodimit writer John Ross has

who we shall be relief in fights to the book. Who dunit writer John Ross has joined the Irish State radio station in Dublin as descriptive news-writer. He succeeds Brian Durnin, who has transferred to the diplo-

who has transferred to the diplomatic service.

Betty Grable did the foreword to "Guide to Glamour (Terry Hunt's Handbook of Beauty, Charm and Poise)." by the Hollywood conditioner, which Prentice-Hall is publishing in November.

Ann and Ben Pinchot, oldtime theatrical photographers, have their first joint novel published today (24) by Farrar Straus. It's "Hear This Woman." a story of a crusading newspaperwoman.

"Hear This Woman," a story of a crusading newspaperwoman,
Avon Publishing Co. brought out a fourth edition of Irving Shulman's "The Amboy Dukes." Book has been getting a lift from the yarn's film version, Universal-International's "City Across the River."

Cornelius Vanderbilt, Jr., back

yarn's film version, Universal-International's "City Across the River."

Cornelius Vanderbilt, Jr., back from a three-month European tour shooting travelog pix for his concert tour. He's currently bedded, as is his wife, Pat, who was first thought to be a polio victim, but ailment was diagnosed otherwise. Martin Snyder appointed amusement editor of American Life magazine, home monthly. Previously in Chi, mag is now being published in N. Y. under editorship of Philip Andrews and Erie Friedheim. First issue (November) will be on stands Oct. 10.

"Literary Property and the Law." a course in the legal problems affecting literary property will be offered by N. Y. U. beginning Sept. 27, under the instruction of Alexander Lindey, attorney with the law firm of Greenbaum. Wolff & Ernst.

London's Mystery Magazine is being published with a fetitious address, giving it an added Conan Doyle flavor. 221 Baker Street, which was address of Sherlock Holmes. Editor of new whodunit mag is Michael Hall, fornerly of Manchester Guardian.

Not only at the American Library in Paris can the new American books and publications now be found, but also at the U.S. Information Service, the new annex of the Embassy on Faubourg St. Honore. House used to belong to the Rothschild banking family.

Prof. Robert Gessner, head of N. Y. U.'s film department, returning from Escanaba. Mich., summer vacation today (Wed.), with finished novel on Israel titled "The romised Land." Publisher has not been decided upon, but previous Gessner works have been put out by Scribners. Curtis Brown, Ltd., is agenting the novel.

"World Ski Book." new International annual, edited by Frank Elsin. New York Himes ski editor, and Frank Harper, will be a Longmans, Green & Co., publication in November. An Ernest Hemingway, short story, "Cross Country Snow,"

will be included in the book, which will feature chapters on all phases of ski instruction and skiing in ad-dition to records, travel informa-tion, hotel lists, etc.

Marjorie Walker is the new mo-tion picture editor for Fortnight mag.

Yanks Envision

Continued from page 3 :

the government toward the U. S. picture industry.

Motion Picture Assn. of America

toppers are anxious that the London meeting be held to keep the ball in the air on the new British attitude. They would like to have a rep of the Society of Motion Pic-ture Producers go with them and an invitation to that organization may well be given in order that the charge cannot be made by SIMPP later that MPAA alone does not speak for the industry.

SIMPP In a Spot?

There is fear, however, that SIMPP prez Ellis Arnall and other officials have got so far out on a limb in insisting that the State limb in insisting that the State Dept, carry the fight for the industry that as a matter of fact it will not be able to send a rep to the London conclave. SIMPP has consistently taken the attitude that any negotiations with foreign governments should be on a governmental level in this country, too. MPAA thinking is that, now that payoff day is at hand for quick improvement in the situation, SIMPP may have talked itself out of being able to participate. able to participate.

October sessions of the joint October sessions of the joint council would be a prelim to a meeting with the government's Board of Trade on a revision of the present two-year Anglo-U. S. agreement, which expires next June 13. present two-year Anglo-U. S. agree-ment, which expires next June 13. Huddles are a postponement of a meeting which was to have been held earlier this month. They were pushed off until after the British and U. S. governments meet in Washington in September on over-all economic problems. What comes out of those sessions, it is felt, may well have veret effect on changes

out of those sessions, it is felt, may well have great effect on changes in relationships of the industry with England.

In one respect, Arnall and the MPAA are in complete agreement. That is that time is working on the American side and that the British industry is breaking down of its own weight. That view is British industry is breaking down of its own weight. That view is strengthened by returning Yanks, who point out that Rank has learned that you can't maintain theatre profits by holding other people's pix out unless you have your own that will attract

pix of your own an audience.

Rank is said to have found not only that he needs U. S. pix. but he's now badly in need of U. S. money, too. Hes' anxiously seek nes now badly in need of 0.5.
money, too. Hes' anxiously seeking deals with American companies
by which they'd invest their frozen
pounds in his films. Thus he is in
a mood to woo American goodwill,
and this, in turn it is expected will
have a force of the sovern have a deep effect on the govern-ments' attitude.

MPAA-'Outlaw'

Continued from page 5

counsel for the MPAA in the anti-trust suit brought by Hughes. Of-ficials of the MPAA and RKO were also involved.

RKO got into the act when Hughes bought control of the com-pany a little over a year ago. He

Hughes bought control of the company a little over a year ago. He reacquired "The Outlaw" from United Artists, which had been handling it, and turned it over to RKO* for distribution. The Jane Russell starrer is on RKO's release schedule for this fall.

Pic itself was trimmed to suit

lease schedule for this fall. Ple itself was trimmed to suit the PCA before its original issue by UA in 1946 and was granted a seal. Hughes persisted, however, in using advertising that was thumbs-downed by the MPAA's Advertising Code Administration. Matter finally went to the MPAA board and the seal was ordered revoked because of the ads. Pic itself will now have to be resubmitted with the possibility that the mitted with the possibility that the MPAA will order further cuts. It is understood that an agreement has already been reached with the Catholic Legion of Decency and the cuts it asks may satisfy the PCA. Hughes continued distribution of

Hughes continued distribution of the film via UA after the seal was pulled, playing indie houses not subject to MPAA regulation. RKO however, as an MPAA member company, cannot handle a pic without the official imprimateur on it.

SCULLY'S SCRAPBOOK

By Frank Scully

Camarillo, Cal., Aug. 20.

Psychiatric symptoms have fanned out in so many directions that not even Patton's old Third Army could have contained them in two columns. Under the circumstances it is hardly possible to squeeze the splits of the word "personality" in the space allotted to this research project.

Thus for the first time the words "to be continued" will rear their teasing heads in Variety. Habitually suspicious characters, who make up the bulk of our readers, will simply have to believe that in Psychiatry the letter "P" bulges like Babe Hardy and simply will not be contained within the limits of an aisle seat.

Even remakes of old gangster pictures are beginning to drip with complexes, as witness the Oedipus migraine headaches suffered by Jimmy Cagney in "White Heat," which only Margaret Wycherly's maternal hands and a Freudian analgesique could ease. This comes under Parergastic Reactions which you will find under P.

Pabulum: Food, particularly baby food. Old stars who eat it in the belief they can even play Baby Snooks on television and be mis-taken for authentic moppets.

chometer: An instrument for measuring the thickness of a body. Used also to check I.Q. of migrants who make the rounds of give-away radio programs and claim to be housewives.

Pachymenic: Having a thick skin. An abnormality in civilized areas but considered an occupational asset in Hollywood. If accompanied by pachmeninx (thick ears) the character may be beyond insult and hence never realize his predicament.

Paidology: Branch of medicine dealing with childhood. So-called because it pays better than the others, now that every child has to be treated by a psychiatrist instead of being spanked for his tres-

Palinphrasia: Repetition of words in otherwise coherent sentences.
Aggravated by radio comedians who feel forced to repeat each other's key words for the benefit of sponsors who are only half-listening and aren't too bright when out of their field anyway.

Pandiculation: Automatic movement of limbs which occurs when patient yawns or is tickled. In Hollywood ticklers are attached to machines to keep projectionists themselves awake during owl showings of "Arch of Triumph."

Panophobia: A free-floating morbid dread of what may happen. Epidemic in Hollywood at option time. In the layoff syndrome.

Paradoxical Flexor Reflex: A deep firm pressure felt on the calf of the leg. If the character cliecking on the reflex is named Babinski it's in the interest of science. Otherwise the guy is out for no good. Paragraphia: Writing wrong words due to a partial lesion of sight. If uncorrectable you're a Gertrude Stein on the Metro payroll.

Paralexia: Disturbance of ability to comprehend printed words and sentences. What producers get from hiring writers who have para-

graphia.

Paralexia: Disturbance of ability to comprehend printed words and sentences. What producers get from hiring writers who have paragraphia.

Paralysis Agitans: Parkinson disease. A progressive disease of middle years marked by tremors, stooping posture, deliberate speech and mask-like countenance. What Alan Ladd will look like in 10 years if he doesn't change his act.

Paramimia: The misuse of signs in expressing thoughts. Actors who see the word "Up" near an elevator and immediately blow up in their lines. Actresses who see a traffic sign reading "Slow Children" and speed up their cars, lest they be deluged by half-wits seeking autographs.

Paramesia: Inability to distinguish real experiences from imagined ones. Common to actors who believe the action in their livelier scripts is autobiographical. The term also applies to those who use words without meaning.

Paranoia: One of the most common psychoses, characterized by delusions in which pride and hate are continually grabbing the controls.

Paraphasia: Stekel's term for psychoneurotics who emote all over the place. In the late Corse Payton syndrome.

Paraphasia: Form of apliasia in which words can be spoken but are mispronounced, misspelled or misused. In the Parsons syndrome.

Paraphenia: Kraeplin's term for a small group who are crazy but don't show it. They have paranoid dementia praecox but no behavior show it. They have paranoid dementia praecox but no behavior show it. They have paranoid dementia praecox but no behavior show it. They have paranoid dementia praecox but no behavior show it. They have paranoid dementia praecox but no behavior show it. They have paranoid dementia praecox but no behavior show it. They have paranoid dementia praecox but no behavior and the sa slips of tongue or pen, misspelling names, forgetting to carry out intentions. In the You-Know-Whom syndrome.

Paraphymia: Any psychosis in which uncontrolled emotions are dominant. Actors addicted to fighting in niteries; actresses who think that by letting themselves go, day or night, th

hallucinations occur, you have a scriptwriter fast heading for radio and horror serials.

Patella Reflex: The knee jerk. Jerks who fix attention exclusively on knees and must be placed under restraint until short skirts return.

Pathergaslas: Malfunctions or structural limitations which stand in the way of the individual's capacity for self-adjustment. Reason why Mickey Rooney picks out tall girls to pick on.

Pellagran Delusion: Hallucination of producers who have been told they have pellagra pictures, due to a deficiency of certain vitamins in the diet of their cast, and believe the pictures can be saved by being spray-gunned with ground rice shells.

Pension Neurosis: In Hollywood pension neurosis refers to executives who have outlived their usefulness but are hanging on till they get their pensions.

their pensions.

rformance Test: An intelligence test limited to actions. Subject is

reformance Test: An intelligence test limited to actions. Subject is first required to fit irregular shaped blocks to form a rectangle and then ordered to put his arms around a femme's waist and not get them too high or too low as long as the eameras are turning.

Persecution Complex: While this often is an authentic condition and frequently inflicted on innocent people by some madman, it is just as frequently a delusion. especially in Hollywood where there are 10 equally competent persons competing for every job.

Pfropfschlzophrenia: This is a word used as a sobriety test which literally means "engrafted schizophrenia." That is to say, the splitting of a personality which was mentally defective to begin with. Tarzan not being able to make up what passes for his mind when confronted with a choice between an ape and a moron.

Phlegmatle: Apathetic, cool, sluggish and stolid. Never excited. In the front-office syndrome.

Pithiatism: The type of hysteria caused by suggestion and cured by persuasion. Directors recognize it in Hollywood stars who have never had stage experience and sense they have a seene to play far beyond their depth. A sense of drowning overcomes them. Their

beyond their depth. A sense of drowning overcomes them. Their breath comes out in gurgles. Can be cured by persuading the star to play the scene stretched out on the couch with the hero wrapped

to play the scene stretched out on the couch and around her and doing all the talking.

(To be continued)

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Broadway

Ciifford C. Fischer due back from Paris late this month. Bert Friedlob's "Roller Skating Follies" being dickered as a TV

show. Arthur L. Pratchett, Paramount's Latin-America chief, on his way to Mexico. Francis Robinson, Met Opera tour coordinator, off next week on a month's vacation. Sidncy Lanfield, Paramount producer, back to the Coast after a short visit to Gotham Collier's current piece on Jerry Wald, "Movie Maker in a Hurry," written by Dwight Whitney.

written by Dwlght Whitney.

The Billy Jacksons (he's the vet vaude agent) celebrated their 30th wedding anni Monday (22).

Yvonne De Carlo, Universal thesper, planing to Europe today (Wed.) following a short stay in Gotham.

Humphrey Doulens to Coast Friday (26) for three weeks, to set radio dates for Columbia Artists Mgt. talent.

Sidney Buchman, Columbia Pic-

Sidney Buchman, Columbia Pic-tures writer-producer, staying east for a couple of months to work on

some scripts.

Harald Bowden, director of Aussie's J. C. Williamson Theatres, off to Coast for a week, prior to

planing home.
Salmaggi Opera Co. will open its 1949-50 season at Brooklyn Academy of Music Sept. 17, with Verdi's "La Travlata."

Werdi's "La Traviata."

Blanche Merrill summering in Atlantic City, working on radio and video ideas, including a TV show for Sid Caesar.

Lillian Thompson, head of Universal's still department, resting at Garfield hospital, Jersey City, after emergency surgery.

Warner Club's annual golf tournament at Westchester Country Club Sept. 16. Major Albert Warner Trophy to the low, scorer, Stanley F. Schneider, son of Abraham Schneider, Columbia Pictures' veepee and treasurer, engaged to Margery May Strauss.

Katharine Hepburn arriving

gaged to Margery May Strauss.

Katharine Hepburn arriving from the Coast at the end of the month to start rehearsals on the Theatre Guild's "As You Like It." Carrie and A. J. Balaban are "pouring" tomorrow (Thursday) at the Roxy on the occasion of the 21st birthday of their son. Bruce. Eddie Cantor dipping in and out of town on fair dates in between taping his first four shows for "Take It or Leave It" out of N. Y.

Paramount actress Nancy Olson headed west Monday (22) after a week's stinting to fanfare Par's "Sunset Boulevard," in which she

week's stinting to fanfare Par's "Sunset Boulevard," in which she stars.

Alfred Hitchcock returning to the U. S. from London early next month to attend world preem of "Under Capricorn" at the Music Hall. N. Y.

Sizeable turnout of film industry-ftes feteing Oscar Morgan, Paramount's shorts subject sales manager, Sept. I at Sardi's on-his 35th anniversary with the company.

Wichita law firm of Aley & Martz seeking the whereabouts of Juanita Peterson, actress, who has been bequeathed the estate of her late father, Ralph B. Peterson.

Eve Arden arrives from the Coast tomorrow (Thurs.) for a 12-day stay in New York. She'll be accompanied by her agent, George Ward, and three-year old daughter.

William Ludwig, Metro scripter, pushed off for the Coast yesterday (Tues.) after huddling Ezio Pinza on the script for "Deburau" in which Pinza stars with Mario Lanza.

Louise (Mrs. Martin) Beck in

(Tues.) after huddling Ezio Pinza on the script for "Deburau" in which Pinza stars with Mario Lanza.

Louise (Mrs. Martin) Beck in from two months in England. France and Ireland. She did a switch; stayed mostly with French natives instead of mixing with the transplanted Sardi mob.

George Jessel closes his personals with "You're Mv Everything" in Chi today (Wed.), and heads back to Hollywood on new production business; not detouring to Gotham as hoped.

Olin H. Clark Metro's eastern story head, lectured yesterday (Tues.) before 'John Farrar's Fiction Writers' Conferences at Marboro, Vt., on "Fiction in Relation to the Motion Picture."

Niles Trammell back from a Canadian fishing trip discovered that the Lauxentians were the best sponsor for no sleeping tablets; you just did what comes naturally without benefit of nostrums.

Ethel Shuta (Mrs. George Kirksey), now retired in Houston, up from Texas seeing the shows with the younger of her two sons. Geroge Olsen, Jr., and Charles Olsen, both U of Mich gridders. Gloria Stroock, legit actress,

the younger of her two sons.
Geroge Olsen, Jr., and Charles
Olsen, both U of Mich gridders.
Gloria Stroock, legit actress,
arrived in the U. S. from Italy
this week after visiting her sister,
Geraldine Brooks, who's starring in
William Dieterle's Italian production of "Volcano" with Anna
Magnaii

25th anniversary dinner-dance at the Hotel Plaza Nov. 12 of the Junior Matrons Assn., which main-tains the Ted Lewis Recreational Hall, Sophle Tucker Playgorund and their Long Branch, N. J., sum-mer camp for underprivileged chil-iden.

mer camp for underprivileged childen.

Hy Gardner, Parade magazin humorist and WOR-Mutual colcolumnist-commentator, resurrected some old War. Dept. "change of address" cards to herald his shift from the Hotel Astor to 9 W. 57, authough he still handles that hotel plus some 26 other Times Square hostelries.

Sylvia (Mrs. Ed) Sullivan and Rose (Mrs. Walter) Shirley supplied the trousseau for the Bugs: Baers' daughter. Arthura (Artra), who was married by Justice Ferdinand Pecora (Mayor William O'Dwyer couldn't officiate, as

Pecora (Mayor William ver couldn't officiate, as alled) to Martin Kalmanoff, nith. Coupled Alr-Franced London and Paris honeyscheduled) songsmith.

Bucks County, Pa.

By Sol Jacobson Jack Kirkland back at Spring-

town farm. Leni Englehart, Irma Selz, Eiiza-

Leni Englehart, Irma Selz, Elizabeth Mears in for weekend.
Theron Bambergers tossed shindlg for Playhouse technical staff.
Herman Shumlins down for weekend as guest of Dr. Martin Vorhaus.

Vorhaus.
Paul Reed back at Music Clrcus
rehearsing after Hollywood Junket.
Played in first two bills.
Lewis Gensler down to see niece
Anne Britten thesping at New
Hope in "Three Men On A Horse"

Lewls Gensler down to see niece Anne Britten thesping at New Hope in "Three Men On A Horse" last week.
Teddy Hart suffering from intestinal trouble at New Hope this week but playing nightly. Off to coast Mon. (22).
Edwin Gilbert, author of "Damion's Daughter," show biz novel, has taken flat in New Hope while looking for farm.
Sigmund Romberg due in this week at Lambertville to help stage "Up in Central Park," opening at Music Circus Aug. 30.
Lambertville Centennial tees off five-day celebration of 100th year of incorporation with "then and now" fashion parade today (24).
Brooks Atkinson, Prof. Albert McClerry of Fordham, Adelaide Hawley, Stanley Woolf, Viola Roache in to gander Lambertville Music Circus.
Phil Bourneuf, whose spouse.

Roache in to gander Lambertville Music Circus.
Phil Bourneuf, whose spouse. Frances Reid, is featured at Playhouse in "The Swan" this stanza, commuting to his chores in "Miss Liberty" from Tyson Nimicks Sycamore Farm. Bourneufs were in resident troupe last season at New Hope.

Chicago

Tom Drake and Halla Stoddard, in for appearance in "The Cardboard Lover," at Chevy Chase summer theatre.

Willie Shore will emcee at Variety Club's golf tourney at Sportman's course, Aug. 26, with proceeds going to LaRabida sanitarium.

Marilyn Maxwell will pinchhit for Celeste Holm in exploitation appearance for "Come to the Stable" at the Chicago theatre, Aug. 26.

Jerry Lester, comic, flew from Gotham for Buddy Ebset opening at Chevy Chase last wee Comic and Ebsen are working t cafe circuit with an act th whipped together a few mont ago. Con... cafe cir whipped

Al Jolson planed in Friday (19)
for appearances preceding midfor appearances preceding mid-west preem of "Jolson Sings Again" at Woods theatre, Aug. 23. Jolie joined George Jessel, who's currently at other Essaness house. Oriental, on stage Sat. eve and brought the rafters down.

Paris

By Maxime de Beix (33 Blvd. Montparnasse) Joe Hummel in Munich. Harry Novak in Germany.

Mrs. Artie Burns holding court Juan les Pins.

Ellen Dosia due for Roxy personals this season.

Borrah Minevitch may buy a mill a country place. The Wladimir Lissims at Swiss Glion, near Montreux.

Myrna Loy and husband Gene Markey writing from Bad Gastein. Austria.

Olsen, both U of Mich gridders, Gloria Stroock, legit actress, arrived in the U. S. from Italy this week after visiting her sister, Geraldine Brooks, who's starring in William Dieterle's Italian production of "Volcano" with Anna Magnani.

Mrs. Ted Lewis sparking the Austria.

Austria.

RKO "White Tower" company currently in Chamonix, in the French Savoic Alps. Company in-Cludes Claude Rains, Oscar Homoloka, Sir Cedric Hardwick and Valll, plus Irving Allen and Mary Weamagnani.

Mrs. Ted Lewis sparking the

London

Oswald Mitchell, film director, left over \$13,000.
Eddie Darling, sunning himself in Brighton, is expecting to sail back to New York sometime in September.
The Cass Daleys to Paris for a few days prior to returning to America, with Chaz Chase acting as their guide.

their guide. Irving Tishman

Irving Tishman awaiting arrival of his wife Charlotte and then they are off to south of France for three weeks, yearsten

are off to south of France for three weeks' vacation.

W. Douglas Home's "Master of Arts" replaces revival of his earlier play, "The Chiltern Hundreds," at Strand, Sept. 1.

Jessie Matthews replaces Zoe Gail in Cecil Landeau's revue "Sauce Tartare" at Cambridge theatre, end of August.

With over 1,466 performances, "Worm's Eye View" passes "Charley's Aunt" record and looks to go on indefinitely at Whitehols.

"Charley's Aunt" record and 100x5 to go on indefinitely at Whitehall theatre.
Renee Asherson is latest English star added to the cast of Laurence Olivier's "Streetcar Named Desire" in which Vivien Leigh and Bonar Colleano will be starred.
Marie Ney and Frank Lawton to costar in revival of H. Granville Barker's adaptation of Spanish play, "The Romantic Young Lady," at Arts Theatre Ciub, Aug. 30.
Day after Ben Blue opened at

Day after Ben Blue opened at the London Palladium, where he is in for two weeks, Val Parnell in for two weeks, Val Parnell handed him a flock of further dates covering most of the Moss Empire houses.

Latest London theatre up for

Latest London theatre up for sale is the Phoenix, currently pack-ing them in with Broadway hit, "Death of a Saiesman." Tom Arn-old, who wns theatre, is asking \$1,000.000.

\$1,00,000.
Melvin Block, prexy of Ammident, CBS sponsor of Burns & Allen, was in for team's opening at London Palladium, and this was first time he had seen the act. Abe Aronsohn, co-owner of 400 Club, and his wife hosted the Blocks. The Blocks sailed for New York on the Queen Mary, Aug. 20.

Washington

By Florence S. Lowe
Harry Fleishman, of the Gilbert
Miller office and Milton Shubert in
to give Olney theatre's hit,
"Charm," the o.o.
Al Sherman (Sherman Plan, Inc.)
inked to do a series of one-minute
tv spots to publicize local Variety
tent's welfare activitles.
Harry Stern, head of special features division of Aztec Flims, in to
tub thump for "Don Quixote,"
Spanish language pic at the Dupont.

John Tassos, ex 20th's Bogota.

John Tassos, ex 20th's Bogota.
Colombia, office, named flack for Paramount's Washington-Baltimore-Norfolk exchange area, with headquarters in Washington.

S. E. (Steve) Cochran, former manager of National Theatre and founder of the National Theatre Players, back in town after a year's hospitalization in California for injuries received in a street car accident.

Variety Club will dedicate.

Juries received in a street car accident.

Variety Club will dedicate a Variety Cabin at the Merrick Boys' Camp, Nanjemoy, Md., next Sunday (28) and unveil a plaque in memory of the lâte John J. Payette, first chief barker of the Washington tent and Warner topper in this area until his death last year.

Las Vegas

Sugar Chile Robinson followed Ted Lewis into Last Frontier and doing nice biz.

Las Vegas Press Club lining up Gridiron dinner and show to lampoon local notables in nice way.

Top hostelries mostly sold out all week instead of only weekends as in former years. Dry. cool weather helping.

Comedian Harvey Stone, facing such stiff competish as Ted Lewis and Spike Jones at other hotels well received at El Rancho Vegas.

Michael Kirby, ice-skater new playing opposite Sonja Henie in the films, here with his wife for publicity pictures for Photoplay mag. mag. Jimmie Lederer, Universal news-

Jimmie Lederer, Universal newspreel photog, who won national plaudits for his coverage of the Texas City, Tex., oil fire, in town looking for short features.

Mabel Todd, night club songster and onetime wife of Morey Amsterdam, in "escrow" for second time. Figures to make some public appearances here to pass time during the necessary six wecks of residence.

Continuous enthusiastic reception for Spike Jones at Flamingo, both early and late shows, beats anything town has ever experienced. There's been a queue for tables every night since his outfit hit here.

Station KRAM starts taking Mutual programs in September. NBC

S. Fully now a covextant rowns have book short action for the short of his coverage of the Club 22 shuttered by creditors. Club 23 shuttering his Celebrity Club for enlarging. Will removed the club 24 shows, beats anything town has eve

will be only net not represented here. One reason no more outlets. KRAM also dickering with Hotel Flamingo for space for studio Flamingo fo headquarters.

Riviera

By Margaret Gardner Constance Bennett at Hotel du

Cap.
The Richard Greenes at Cap

The Richard Grant Monte d'Antibes.
Julien Duvivler has left Monte Carlo for Venice.
Winston Churchill guest of Lord Beaverbrook at his Cap d'Ail villa.
Eddie Robinson passing through on his way to San Remo to make film.

Eddie Robinson passing through on his way to San Remo to make film.

Maurice Chevalier off to Belgium for a rest after finishing radio series and film.

Raymond R. Morgan in from New York and Paris for the windup of the current series of "This Is Paris."

Sam Pierce and family, Bill Robson and family leaving Cannes for Paris on first lap of return voyage to America.

Errol Flynn allegedly told to leave Palm Beach Casino after an alleged racial slur. Flynn has left on yacht for six-week crulse.

The English colony here strengthened by arrival of Sir Ralph Richardson and Merle Oberon. Already here are Jean Simmons and Stewart Granger.

Australia

Australia

By Eric Gorrick

Minerva will present Philip
King's comedy, "See How They
Run," Aug. 29 in Sydney,
"Secrets of Life" ("Mom & Daniel Barrows and Daniel Bar

June Clyde and Hal Thompson playing in "Separate Rooms" at Comedy, Melbourne, for J. C. Wil-

Comedy, Melbourne, for J. C. Williamson.
Local edition of Fox Movietone celebrates its 20 years of operation.
Maj. Harry Guiness is in charge of the local setup.
Freeddie Bamberger, British comedian, is scorling heavily over the Kerrige loop in New Zealand via deal with David N. Martin.
Dorothy Rae arrives to present "Edward, My Son." with Robert Morley for J. C. Williamson. Show debuts in Sydney early September.

Tokyo

Tokyo

By Russell Splane

Ealing's "Hue and Cry" roadshowing at Tokyo's Piccadilly theatre and doing okay biz.

Once Kikugoro, 65, famed
"kabuki" (classical drama) actor,
died. Popular star was awarded
Japanese government's culture
medal posthumously.

A two-act melodrama extolling
the virtues of prompt payment of
taxes is now touring rurai Japan
and packing 'em in. Play is sponsored by Jap Finance Ministry.

Japan's famous Bunraku puppet
troupe, whose theatrical tradition
goes back for centuries, split into
two warring factions on issue of
joining Japan Film and Theatrical
Workers Union.

Hokkaido, Japan's northernmost
Island, will see its first operatic
performance in September when
Miho Opera troupe visits island for
two weeks to perform "Madama
Butterfly" and "The Mikado."

two weeks to perform "Madama Butterfly" and "The Mikado."

Miami Beach

By Lary Solloway
Alfred McCosker, former MBS
prexy, building a home here.
Veterans of Foreign Wars convention here this week hypoing
nitery big.

vention here this week hypoing nitery biz.

B. S. Pully now a cocktail lounge host-operator at his Pump room in the Bancroft hotel.

Club 22 shuttered by creditors, with Treasury department owed some \$14.000 in back taxes.

Little Jack Little and his trio doing heavy biz at the Neptune Room of the Robert Richter hotel.

"Uncle Don" Carney, now a resident here, into the Rendale Hotel Lounge with "songology for adults."

Hollywood

Meg Randall laid up with strep throat. Paul Jones to Santa Barbara on

vacation.
Samuel Goldwyns vacationing at

Samuel Goldwyns vacationing at Lake Tahoe.
Ern Westmore recovering from a heart attack.
Bob Hope returned to his thesping at Paramount.
Ann Blyth became honorary mayor of Toluco Lake.
Bing Crosby and sons on siesta at Hayden Lake, Wash.
Lester Cowan returned from a two-month stay in N.Y.
Broderick Crawford to Guaymas, Mex., for deep sea fishing.

Broderick Crawford to Guaymas, Mex., for deep sea fishing.
William Periberg back after several weeks in Germany.
Lewis Stone celebrated his 49th anniversary in show business.
Sam and Claire Wood celebrated thair 41st wedding anniversary.

their 41st wedding anniversary.
Clara Bow called off her return
to show business because of illness,
Audrey Totter to Little Rock for

Arkansas Theatre Owners F Lauritz Melchoir to Chicago for n outdoor appearance at Soldiers

an outdoor Field. Lee Ro Roberts, Roberts, western these an ankle in a fall from a mo

Lee Roberts, western thesp, broke an ankle in a fall from a motorcycle.

Peggy Dow returned to work at Universal after a siege of pencillin poisoning.

Jerry Hoffman succeeded Don Reeve as trustee of the Screen Publicists Guild.

Milton Berle's mother returned to the Beverly Wilshire after a week in the hospital.

Admiral Sir Frederick Dalrymple-Hamilton g a n d e r e d film technique at Warners.

Y. Frank Freeman returned to his Paramount studio desk after a stay at the hone office.

Y. Frank Freeman returned to his Paramount studio desk after a stay at the home office.

Barclay Allen in serious condition with spinal injuries after a motor accident in Nevada.

Ethel Barrymore's birthday gift from RKO was an oil painting of herself by Paul Clemens.

Ginger Rogers will represent the film industry at the California Constitutional Centennial Convention celebration.

Caren Marsh demanding \$106,500 damages from Standard Alinines for injuries in an air crash last July 12.

Varlety Club, Tent 25, of Southern California, tossed a dinner to celebrate Clyde W. Echkart's 50th year in show biz.

year in show biz.

Cecil B. DeMille in town after two weeks of trouping with the Ringling Show, which he will immortalize in celluloid.

Westport, Conn.

By Humphrey Doulens Gladys Swarthout vacationing at her farm.

Raymond Masseys back from ape Cod.

Carl Ravazza resting at his Wilton place.

Rose Bampton entertaining Law-rence and Peggy Evans.

Marvin McDonald, Atianta im-presarlo, guest of the Marks

Marvin McDonald, Atlanta impresarlo, guest of the Marks Levines.

Sophie Tucker, no country gal ordinarily, visiting William and Madeline Gaxton.

William Eythe, here to see Cornel Wilde and Patricia Knight in Teath Baldwin to N. Y. to sub for Mary Margaret McBride on her network show this week.

Margaret Webster may rehearse her touring companies of "Taming of the Shrew" and "Julius Ceasar" here next month.

Theresa Helburn and Armina Marshall back from Cape Cod were they oo'd Helen Hayes in "Good Housekeeping."

Lemonade Opera Co. moved out from town to present Felix Mendelssohn's "The Stranger" at Lucille Lortel's White Barn Theatre Sunday night 21.

Fredric March, Florence The Christie MacDonald, Henry Souvaine, Eleanor French here glimpsing "The Philadelphia Story" at Country playhouse. sing "The Philage Country playhouse

Films' Honors

Continued from page 2

and Germany's "Behind Bars." All were well received, with the exception of the illogical as-pects of "Lagoon" story. France's "Light of Memories" followed on Aug. 15.

Festival Notes

The Excelsior hotel on the Lido in Venice is the meeting place of all the tourists in Venice for the International Film Festival. The "Petite Revue" offered in all the tourists in Venice for the international Film Festival. The "Petite Revue" offered in the night club of the hostelry each evening consists of Mary Meade, singer here from Hollywood, and Ted Grouya, accompanist. Charles Beal, colored singer-pianist from New York and Hollywood, performs nightly in the bar and club to round out the music for the many Americans here.

Director Anatole Litvak and Betsy Blair are here to do personal appearances for "Snake Pit."... David O. Selznick is here with his children. His wife, Jennifer Jones, is busy making a picture in England. . . . Doris Dowling came up for the weekend from Rome. . . . George and Gwynn Pickford Ornstein are at the Excelsion. . . . Gene Van Dee and his sife yen here from Paris Wile is

came up as George and Gwynn Pickford Ornstein are at the Excelsion. . . Gene Van Dee and his wife are here from Paris. He is an associate of Gerald Mayer of the Motion Picture Assn. . . Betsy Furstenburg got away from her work in "Women of the Shad-Giac-Citta to come here

at Cine-Citta to come here her mother, the Countess ows: at Cine-Citta to come nere with her mother, the Countess Elizabeth Furstenburg. . . . Harold Roswell, editor of the Police Gazette, has been here for a couple weeks and leaves for the Festi-

ple weeks and leaves for the Festival in Cannes soon. . Pictro Brullio, executive of Scalera Films, here for a month.

Richard Ney is here from London with his wife. . . Nathan D.

Golden and his wife are doing Venice at this time as part of their European jaunt. He is chief of the Motion Picture Unit of the U. S.

Dept. of Commerce. . . Mike Motion Picture Unit of the U. S. Dept. of Commerce. . . Mike Frankovitch and Binnie Barnes spend all their spare time at the Casino in Venice. . . Sidney Saleway, who is in Italy to direct "The Dark Road," came to the Festival with actress Janice Paige and her husband, Frank Martinelli . . . Peter and Valerie Moore arrived this week in time to see "The Elusive Pimpernel," an English entry . . . Marilyn Buford planed to Venice from Rome, having finished work in film, "A Night of Fame." Italian actress Mariella Lotti, who was featured in Louis

to vence from Rome, naving naving inshed work in film, "A Night of Fame." Italian actress Mariella Lotti, who was featured in Louis Hayward's "Pirates of Capri," is here. Producer of "Capri," the Marchese Nicola Teodele, just returned from America in time for the Festival. . . . Petra Peters, star of the German film entry, "Maedchen Hinter Gitterth" ("Girls Behind the Bars"), is at the Hotel Des Bains.

Lucille Marsh, young U. S. actress, is in Venice between pictures in Rome. . . Mischa Auerflew to Venice for the weekend. Frances Auer is visiting in Portofibo. . . Italian director Gluseppe Amato vacationing in Venice before starting on an Italian film

to vacationing in Venice be-starting on an Italian film

Fabian Pitching

Continued from page 1;

will be represented on the Serie If Baseball Commissioner A. B. ("Happy") Chandler gives his okay, consequently, Fabian is not expected to encounter too much difficulty.

pected to encountries ficulty.

If the Brooklyn Dodgers, now the property out for first place in the second of the property of battling it out for first place in the National League with the St. Louis Cardinals, succeed in pinning down Cardinals, succeed in pinning down the NL flag, Fabian would be expected to post the SRO signs with no trouble at his Brooklyn house.

American League pennant at this time looks like a good bet for the N. Y. Yankees. But even if two midwestern teams, such as the N. Y. Yankees. But even a midwestern teams, such as Cards and Cleveland Indians, Cards and Cleveland Indians, wind up in the Series, it is believed Fabian could still do a landoffice business because of the great pull the series has in liself.

What kind of a deal Fabian could make with the network and sponsor has not been determined, but it is expected that it would significant.

sor has not been determined, put it is expected that it would simulate that of the Charles-Walcott fight when he paid a fee for the rights. Since the Series will run at least four games, the possibility exists to that he might work but exists too that he might work out some kind of a percentage deal based on his boxoffice take. Proadway Paramount the "e, w' 'l also carried the boxing match, may 'n also

tie in on the Series with Fabian. Latter has purchased an RCA theatre television unit but it won't be delivered for at least another five months. As a result, the cir-cuit chief would be forced to borwhich he used to transmit the fight. Since the Series would be potent selling point for RCA in pushing large-screen video, that company interest is obvious.

TV's Grid Lineup

Continued from page 1

the web fed games to four sta-tions. Last year, with American tions. Last year, with American Tobacco sponsoring, it picked up two games each Saturday, one its own stations and one for two games each Saturday, one for its own stations and one for Du-Mont. This year, it will have the mass coverage for the entire eastern network, with Luckies again in the sponsor's seat. WNBT, the web's key N. Y. flagship, will carry the most important game each week but another of those covered by NBC may be fed to a second N. Y. station.

Plan has been worked out by

N. Y. station.

Plan has been worked out by Jimmy Dolan, NBC's assistant sports director. While the exact schedule is still being worked out, the system would work something like this: On one Saturday, a Dartmouth game might be carried by Providence, a Yale game would be fed to Boston and New Haven. an Army contest would go to Schenectady and N. Y. and a Penn game would be aired by stations in Philadelphia, Baltimore, Washington and Richmond. The coverage would be done by the network and delphia, Baltimore, Washington and Richmond. The coverage would be done by the network and

would be done by the network and not by local stations.

Of the other webs, DuMont is already committed to carry five home Notre Dame games, plus another five top contests, all bankrolled by Chevrolet. CBS-TV and ABC-TV have not announced definite plans yet but it is expected that the former will again have the Columbia Univ. home games, which it carried last year.

Talent Agencies Continued from page 1

the giveaways going until the issue

the giveaways going until the issue is finally settled.

The talent offices, however, have a major problem in substituting packages for the giveways. Majority of giveaways have a maximum \$8.500 talent and production nut for a full-hour and sponsors will want a program with the Hooper potential of a giveaway at the same price. It's estimated that a sponsor would have to go to \$12,500 or more for a name package. Whether more for a name package. Whether bankrollers will be able to absorb the increase is highly problemati-

Meanwhile, the William Morris Meanwhile, the William Morris agency, for example, will start pitching Fannie Brice, "Blondie," "Date with Judy" among others, while Music Corp. of America entertains hopes that buyers will be found for Jack Carson, "Ozzie and Harriet," "Claudia" and, if conditions warrant, may revive the AFRA show with Dorothy Lamour, sponsored last season by Seaitest.

BIRTHS

BIRTHS

Mr. and Mrs. John Johnson.
daughter, Hollywood, Aug. 14.
Father is a film cutter at Republic.
Mr. and Mrs. Steve Clark, son.
Philadelphia. Aug. 8. Father is one
of the Clark Bros., vaude and
nitery act.
Mr. and Mrs. Jack Marta. son.
Pasadena, Cal., Aug. 13. Father is
a cameraman at Republic Pictures.
Mr. and Mrs. Adolph Spreckles,
Jr., son. Hollywood, Aug. 15.
Mother is Kay Williams, who recently headed a vaude-nitery act
with the Williams Bros.
Mr. and Mrs. Tommy Carlyn.
son, Pittsburgh, Aug. 16. Father is
a bandleader.
Mr. and Mrs. Louis Berman. son.
Chicago, Aug. 12. Father is Chi

Chicago, Aug. 12. Father is Chi branch manager of Universal-Inter-national.

Mai. and Mrs. John Leonard

national.

Maj. and Mrs. John Leonard
Meakin, son, July 2, Washington,
D. C. Grandfather is HardleMeakin, manager of RKO Keith's,
and Washington rep of RKO
studio, as well as onetime VARIETY

mugg.
Mr. and Mrs. Irving Gitlin, son,
New York, Aug. 16. Father is research head for CBS' documentary

unit.
Mr. and Mrs. Arthur Aarons,
daughter, Newark N. J., Aug. 20.
Father is with Warner Bros. purchasing department there.
Mr. and Mrs. Mario
daughter, New York, Aug. 23. Parents are ballroom team of Mario ents are ba and Floria.

MARRIAGES

Joan Wadsworth Douress Howard Evanson, Hollywood, A 13. Bride is a niece of Art 13. Bride is a niece of Arthur Unger, editor of DAILY VARIETY; he's traffic manager for the Mc-Clatchy radio-newspaper net.

Patricia Roc to Andre Thomas, aris, Aug. 16. Bride is a British im actress; he's a cameraman.

Noreen Kennedy to Ray Crummie, Pittsburgh, Aug. 18. Bride is a band singer; he's a musician.
Vida Aldana to Richard Morley,
Hollywood, Aug. 20. Bride is a film
player; he's a producer.

Viveca Lindfors to Don Siegel, Paris, Aug. 11. Bride is Swedish film actress; he's a film director.

Anne Swain to Hall Overton, verside, Conn., Aug. 20. He's a ember of the Heathertones, vocal

Jane Eads to Griffing Bancroft, Jr., Washington. Aug., 22. Bride is Washington columnist of Asso-ciated Press; he's a CBS news commentator.

'Boundaries' Ban

Continued from page 1

because it deals with a Negro associating with white soldiers. According to Binford, "it's a military picture and that could happen."

Atlanta ban was reported Friday (19) by Christine Smith, member of the censor board in that city, who said she was against the film who said she was against the mifor no particular reason." De Rochemont and Film Classics, which is releasing the picture, immediately appealed the action to the board of trustees of the Atlanta Public Library, which can overrule the censor. Spokesman for the the censor. Spokesman for the board said that a final decision is unlikely for 10 days or two weeks.

Board spokesman Aubrey Milam explained that only three of seven members had seen the picture and that, because the film involved "such a controversial subject," it was felt all members should have an opportunity to see it. Milam emphasized it would be false to as-sume the film had been finally banned until the board made a de-

Both Binford and the Atlanta board expressed doubt whether they would have any jurisdiction board expressed doubt whether they would have any jurisdiction over the film if it appeared on TV. In refusing to sell time to de Rochemont, Henry Slavick, general manager of WMCT, Memphis video outlet, declared: "We have no contoversy with the Memphis censor board and they have none with us. I'm not sure I like the idea of having someone use us to fight his battles. De Rochemont's fight is with the censor board. Why should we be agitated about it?"

Producer, meanwhile, hopes to

Producer, meanwhile, hopes to get a quick court settlement of the ban since the film has been booked ban since the nim has been booked into several other southern cities. He has offered to furnish counsel to any exhibitor who wishes to fight any censor action, offering to provide the services of Judge Samuel L. Rosenman on the cuff.

VARIETY learned that "Boundaries" may play the Crittenden theatre in West Memphis, Ark., which is only 10 miles from downtown Memphis.

As for Binford's okay on "Brave," it is believed he resented "Brave," it is believed he resented the enthuslasm with which "Brave" was greeted in the southern city. Not only was there very liberal patronage at the b.o., but there was no trouble in the way of pickets, fights or anything else. If Binford had expected to demonstrate by his okay on "Brave" that showing of racial pix below the Mason & Dixon line was impractical, he failed. "Brave" impractical, he failed. "Brave" has also done well in other southern cities. "Boundaries" is just about to start cracking the territory.

Binford's action in okaying "Brave" in the first place was a surprise since he had gone so far as to previously ban an "Our Gang" surprise as to previously ban an comedy because it showed white and colored children playing together. A test case on this ban, brought by United Artists and the Motion Picture Assn. of America, is now pending in the Tennessee court. It had been the approval of thought that Binford's approval of 'Brave' was to knock the props out from under this suit and thus prevent a test of his authority that might carry all the way to the U.S. Supreme Court. "Boundary" nix, however, would appear to eliminate that theory.

OBITUARIES

CHARLES FELTMAN

Charles Feltman, 78, former owner of the Concy Island eatery bearing his name, died in Brooklyn, N. Y., Aug. 22. With the death of his father in 1910. Feldman and his brother Alfred took over operation of the famed restaurant, which was established in 1871. The brothers continued as proprietors until their retirement three years ago when they sold out.

Feltman was also one of the founders of the Concy Island Mardi Gras, held in September to mark the end of the resort's season. It will not be held this year.

Survived by wife, son, two daughters and a brother.

GEORGE PARSONS

GEORGE PARSONS
George Parsons, former Broadway actor and later a prohibition agent in Albany, died Aug. 19 at his home in Nassau Lake, N. Y.
Assistant chief of the Albany Prohibition office for sometime, Parsons moved from that city to Nassau Lake 15 years ago after the repeal of prohibition.
Prior to his appointment to the federal post, Parsons had appeared

Charles B. Dillingham

August 30, 1934
'GONE BUT NOT FORGOTTEN' R. H. B.

with George M. Cohan in a number of the latter's productions. Sur-vived by wife and two sons.

PAUL MARES

Paul Mares, 49, jazz musician, died in Chicago, Aug. 13. Mares came from New Orleans in 1920s and became a member of the original New Orleans Rhythm Kings, and later played with George Brunis. Bix Belderbecke, Bud Freeman, Benny Goodman and other jazz names. In 1938 he opened a restaurant in the Loop, which became a hangout for musicians when playing Chicago.

Survived by wife and a son.

CARLOS SANTOS

Carlos Santos, 77, veteran Portuguese actor died in Lishon. Aug.
11. A protege of King Laiis and King Carlos of Portugal, he studied at Lishon University and then entered the Portugness Navy.
After hitch there he decided upon a theatrical career, and had been a leading player with the National Theatre for many years.

In 1918 he became Professor of Elocution at the Lishon Conservatoir and retired 10 years ago.

RUTH PEASE JOHNSTON

RUTH PEASE JOHNSTON
Ruth Pease Johnston. 73. former
concert singer, died Aug. 13 in
Toronto. Daughter of Dr. Frederick Pease, erstwhile conductor
of the Detroit Symphony, she was
educated in Europe, sang with the
Munich Opera Co. and then returned to America for concert
work.

Survived by two sons and two

EMILIO SAGI-BARBA
Emilio Sagi-Barba, 80, retired
baritone, died in Alicante. Spain,
August 6. He retired in 1932 after
a long career in Spanish zarzuelas
in his native country and South
America with his wife, soubret

IN LOVING MEMORY OF **ARTHUR A. ROSE** Who died August 26th, 1947 in Hollywood TO KNOW HIM WAS TO LOVE HIM The Family

Luisa Vela, who died some years

He leaves four sons of whom is Luis Sagi-Vola, baritone with the Colon Opera Co.

CURTIS M. WILKINSON
Curtis M. Wilkinson, 67, musician, died in Laconia Hospital,
Laconia, N. H., Aug. 13. He had
played with leading orchestras in
Boston, Chicago and on the Coast,
and for the past several years had
been musical instructor in the
public schools of Concord, N. H.
Survived by wife and a daughter.

LEO W. BARCLAY

Leo W. Barclay, 56, former film pressagent, died Aug. 19 in Los Angeles, following a surgical operation.

He went to Hollyware as a wall of the control of

He went to Hollywood in 1922
as exploitation director for Samuel for RKO's wardrobe department,
Goldwyn. Previous to that he was died Aug, 17 in Hollywood.

a newspaper reporter and ad-publicity manager for theatres in the east.

MRS. KATIE DANGLER
Mrs. Katie Dangler, 62. stylist
who had created costumes and hats
for George M. Cohan musicals,
died Aug. 20 in Saratoga Springs,
N. Y. of coronary thrombosis.
Her only survivor is a son, David,
of Saratoga Springs, transmission

of Saratoga Springs, transmissio engineer at WSNY, Schenectady. transmission

FERNANDEZ PALOMERO

FERNANDEZ PALOMERO
Manuel Fernandez Palomero. 71,
playwright and composer, died in
Madrid, Aug. 7.
For the past 20 years he was
head of the Musical Dept. of the
Spanish Assn. of Authors and
Composers.

HAZEL MACK
Mrs. John Norel, 58, known professionally as Hazel Mack, died in
New York, Aug. 17. She had been
a dancer in burlesque and vandeville. Survived by husband and two

VINCENT BRUNO
Vincent Bruno, 46, former Brooklyn nabe theatre operator, died in
Brooklyn, Aug. 21. At the time of
his death he was owner of a chain
of restaurants.
Wife and father survive.

CARLOS CARRIEDO GALVAN Carlos Carriedo Galvan, 59, gen-eral manager of Productiones Mexico-and noted lawyer died Aug. 19 after a heart attack in Mexico City. Wife and three children sur-vive

ALEXANDROWNA WALTER
Alexandrowna Roberta Walter,
60, circus performer, died in Lisbon, Aug. 12.
She was the daughter of a clown
known as "Little Walter" augl wide

known as "Little Walter" and wife of George Walter, also a clown.

FRED HUSSON
Fred Husson, 38, owner of the
Wilmington theatre, Wilmington,
Mass., died in Lowell, Mass.,
Aug. 16.

KERMIT (KEN) LYONS

Kermit (Ken) Lyons, writer on several top east coast radio shows.

IN MEMORIAM

SAM RACHMAN (August 5, 1935)

Mrs. S. Rachman and daughter Kitty

died in his sleep Monday night (22) his Brooklyn, N. Y., hor Details in Radio section.

Mrs. Bessie Norton Ritchey, hother of Monogram International's president, Norton V. Ritchey, died Aug. 21 at Martha's Vineyard, Mass. Widow of the late James V. Ritchey, film pioneer, she is also survived by another son, James V., a second veepee of the

Lillian Thompson (Mrs. George Fisher), head of the Still Depart-ment in New York for Universal Pictures, died in Jersey City Aug. 22. She had been with Universal

Father, 67, of Robert Lantz, New York artists representative, long-time stationed in London, died Aug. 18 in London as result of surgery for a stomach ailment.

Patrick Delanhunty, 70, owner of New Cinema, Thurles, Ireland-and director of Thurles Greyhound Racing Track, died in Dublin, Aug.

Mother, 81, of A. M. Blumberg, Brooks Costume Co. exec, died in New York, Aug. 17. Three daugh-ters and another son survive.

Bernard A. Schleeter, 61. manager of the Liberty Theatre, Alexandria. Ind., died there Aug. 14.

Louis B. Ipp. 58, projectionist at the Paramount, Youngstown, O., for 25 years, died in that city Aug. 18.

Robert S. Crandall, 81, pioneer motion picture camerman, dled Aug. 16 in Hollywood. Grandmother, 86, of Irving Cum-mings, Jr., RKO producer, died Aug. 16 in Hollywood.



Sign the Pledge! Date the Film!

"Thurship Do You Gwe?"

THE ENTIRE INDUSTRY IS BEHIND IT!

The Theatre Owners of America
THROUGH GAEL SULLIVAN...

The Allied States Association of Motion Picture Exhibitors
THROUGH WILLIAM L. AINSWORTH...

have pledged their organizations' wholehearted support!

Columbia Pictures Vice-President and General
Sales Manager, has mobilized combined Distributor sales
organizations to solicit your pledge and obtain your play
date.

Local Chairmen are working with Distributors and local theatre organizations to further this great cause.

National Screen Service has been designated by the Motion Picture Industry to handle physical distribution for the film.

For any further information or assistance, communicate with your Local Chairman or National Screen Service manager.



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VOL. 175 No. 12

NEW YORK, WEDNESDAY, AUGUST 31, 1949

PRICE 25 CENTS

H'WOOD'S 'FIGHT BACK' D Color Video May Be Final Clincher To | INDUSTRY UNITES With Legit Financing So Scarce,

Bring Film, TV Industries Together

Color television, which this week looms closer to commercial reality, may be the motivating factor in finally cementing the tie between the TV and film industries. Since very few, If any, video broadcasters have had any experience with color, it is believed they will be forced to turn to film technicians to get them started on the tinted road.

That belief, already being aired by spokesmen for both industries, is based, of course, on the assumption that the Federal Communications Commission will greenlight color TV in some form at the hearings scheduled to open in Washington, Sept. 26. Disclosure by RCA last week of a new allelectronic system which can be linked directly with present broadcast standards, coupled with CBS request that the FCC detail the information it wants on its system, presages an early FCC goahead for some form of color video.

Link between the two industries

Link between the two industries as a result of color TV's immias a result of color TV's immi-nence was pointed up this week by the Society of Motion Picture and Teievision Engineers. Organ-ization, which voted to include TV technicians in its membership only last spring, had selected color pho-tography as the keynote of its con-vention, which tees off on the Coast in October. Following the

(Continued on page 63)

BETTE DAVIS IN PAR'S 'STREETCAR' PACKAGE?

STREETCAR' PACKAGE?

Bette Davis, as her first role since breaking her 18-year association with Warner Bros., may play the lead for Paramount in a filmization of Tennessee Williams' hit legiter. "A Streetcar Named Desire." Unusual package deai with William Wyler as director has been set up and was awaiting the return from abroad yesterday (Tuesday) of Par prexy Barney Balaban for final okay.

Pulitzer prizewinning play has had such a high price tag hung on it that studios have shied away from it. It was offered for bidding last winter at a starting price of around \$450,000 plus a percentage. It is in the complicated package arrangement with star and director at \$150.000 plus a percentage. Play is now in its 91st week on Broadway.

Wyler is included in deal despite the fact that he is under contract to Par. He'd be borrowed by the "package" and loaned back to the studio as part of it.

Radio's Singin' Sheriff

Seguin, Tex., Aug. 30.

Music may be a strange weapon to find in the arsenal of a Texas sheriff, but P. M., Medlin, the "Singin' Sheriff" of Guadalupe county, finds that it comes in nighty handy in his work.

Each Sunday at 6:30 p.m. the law officer parks his pistol and handcuffs atop the piano here at KWED, and with his theme, "Marcheta." presents a half-hour of songs.

Too-Quick Rise

May Hurt Vaude

the RKO circuit is now starting worry about the rapidity with ich its vaude-policy Palace was are growing. Not only has blic acceptance of the eighters built up competition for the in in two situations, but the increase with the lace-type layouts are insufface-type layouts. The RKO circuit is now starting The RKO circuit is now starting to worry about the rapidity with which its vaude-policy Palace shows are growing. Not only has public acceptance of the eight-acters built up competition for the chain in two situations, but the number of acts suitable for the Palace-type layouts are insufficient to meet the demands of those entering into this kind of programming. Chain toppers feel that its too-rapid growth will create a bad standard of showmanship that will iarin the vaudeville revival. revival.

Situation was brought into sharp focus last week when the Adams theatre, Newark, advanced its preem of the eight-act policy from Sept. 15 to Sept. 8, the day after

(Continued on page 50)

Radio Takes a Hand In **Milking Contented Cows**

Minnesota State Fair has given permission to Mueller & Sons, Ariington, Minn., to install a radio in the cattle barn on the grounds where the firm is exhibiting its prize herd of cows.

Kari Mueller, explained he in

prize herd of cows.

Kari Mueller explained he installed a radio in a cattle barn at home so that he wouldn't miss U. of Minnesota football games broadcasts while doing his chores, and that, following the games, he listened to the ensuing musical programs. He said he noticed that during the music the cows seemed more quiet than usual. This led him to put the radio on again at milking time for music, and he found the cows milked more easily.

VS. ATTACKERS

Chicago, Aug. 30.

Chicago, Aug. 30.

Verbal brickbats with which Hollywood has been habitually slugged for years will no longer go unanswered, it appeared virtually certain here today (Tuesday). For the first time in film history, those who malign and discredit the industry, whether for fun or for profit, can be sure of having the lie tossed back in their face—and of getting, additionally, a positive slant on the virtues of the Industry. While it may yet take some time to work out details, one thing on which major exces at the all-indus-

Other news of the film industry's public relations con-ference in Chicago on Page 3.

Competitive Heat Off, Agents Have It Tough Booking Fla. Names

Booking Fla. Names

New York taient agencies have little hope that the Florida cafe season will provide the booking bonanzas of former years. Up to this time, not a single major name has been bought for a Miami Beach spot. Last season at this time, most of the top talent were already pacted.

Reason for the failure to sell the top performers in Florida is the absence of a major competitive situation, such as existed last season, when the Beachcomber and Copa City were dueling each other for draws. Fate of Copa City still to be determined. Operator Murray Weinger is currently in a Massachusetts hospital and may not be able to raise sufficient coin needed to open the debt-ridden cafe. Thus Ned Schuyler's Beachcomber, across the street from Copa City, may be the sole major cafe in that area. Another factor contributing to the buying decline is Schuyler's recent takeover of the Five O'Ciock club from Sam (Continued on page 63)

You, Too, Can Now Be an Angel

Nathan's 'Religion'

Nathan's 'Religion'
George Jean Nathan is kidding-on-the-square in enrolling
intimates in what he calls the
new religious cult of "Immunism."
The veteran scrivener then
reels off a flock of things one
can and should "immunize"
against.

against.

P.S.—He's getting willing disciples.

Soaps, Giveaways 'Tripe': De Forest

Chicago, Aug. 30.

If the FCC enforces its ban on

If the FCC enforces its ban on giveaways, it's perfectly all right with Dr. Lee de Forest, so-called "father of radio." The inventor celebrated his 76th birthday last week (26) by blasting "lotteries and soap operas" as "tripe."

"I had hoped that radio would improve our cultural lot by broadcasting interesting educational programs and cultural muslc," he said. Instead, he claimed, radio is the communications organ for operators of quasi-lotteries.

De Forest works six hours a day

tors of quasi-fotteries.

De Forest works six hours a day at American Television Labs, perfecting his color television inventions, but knocks off four months every year to rest at his L. A. home.

"I guess the good radio has done outweighs its evils," he said. But as for soap operas, "they could be ordered off the air very easily with-out much of a cultural loss to the American people

De Forest predicted that development of atomic energy night have wide ramifications in the radio and TV industry.

Pitt Progressives Pick Radioite to Run as Mayor

Pittsburgh, Aug. 30.

Pittsburgh, Aug. 30.
Charles M. Kerns, Jr., freelance radio producer and former program director of WJAS, has been named by the Progressive Party here to run for the mayoralty in the coming city elections. He'il be unopposed for the nomination in the primaries next month.
Kerns has long been active in local affairs of the Henry Wallace party and was a Congressional candidate on the ticket last November, but withdrew at the last minute.

This may be the season in which the outsider with a bankroll comes

the outsider with a bankroll comes back into his own in the theatre. Signs point that way.

With available production coin growing scarcer by the week, the stranger with a collection of Government bonds is becoming the real Man of Distinction on Broadway. No longer is he merely glanced at, sideways, down the nose, to be given a barely poilie whisk or, perhaps patronizingly admitted to the suckers' circle.

Now, with the exception of very few managements, nobody has to introduce him and it doesn't matter where or even if he went to college. If he has a bank balance that can be had he's in, with as many "auditions" as he and his triends seem to require. And if he

that can be had he's in, with as many "auditions" as he and his triends seem to require. And if he wants billing as associate producer, with perhaps the right to make suggestions about casting and this and that, he may be accommodated

there, too.

The reason for all this is plain The reason for all this is plain enough. With the end of the war years' boom, the boxoffice subsided and grosses leveled off to normal or less. But while costs have remained high, profits have shrunk and risk capital has become elusive. In fact, things have become tough all over.

So, although such apparently

(Continued on page 63)

NBC, CBS IN GOLDWYN. **SELZNICK TV DEALS?**

New tiein between indie film producer David O. Selznick and CBS, calling for Selznick to produce a series of two-reelers especially for CBS television, is expected to be revealed when the producer returns from Europe in about two weeks. NBC television, meanwhile, may beat CBS to the punch by announcing a similar tiein with indie Samuel Goldwyn some time this week.

Deals by the two major webs

some time this week.

Deals by the two major webs with two of the top indie producers in Hollywood are expected to pave the way for other film producers to turn their attentions to TV. With television confidently expected to devour more film in a year than is presently turned out by all the Hollywood studios combined, TV spokesmen believe it's only a matter of time until even the major companies start lensing films for video. To date, several top indies, including Seiznick, Argosy (John Ford-Merian Cooper), etc., have (Continued on page 63)

(Continued on page 63)

ARE YOUN? \$7,500 ALL-AMERICAN PREMIERE CONTEST OPEN TO EVERY SHOWMAN IN THE LAND SEE PAGES 6-7

Soviets Demand U. S. Pact Revision Before Allowing Import of Films

Release of American pictures in Russia will likely be held up further since authorities reportedly ther since authorities reportedly are demanding revision of a 1948 pact made with Eric Johnston, head of the Motion Picture Assn. of America. Exact nature of their demands are undisclosed, but they flatly refuse to take any films until the MPAA chief consents to certain changes in the deal.

Johnston's initial arrangements called for submission of 100 films to the Soviet Ministry of Cinematography for approval. Ministry was to select a minimum of 20 prints to be exhibited the first year and thereafter the deal was to be continued on a picture-to-picture basis.

basis.

Agreement stipulated that all product was to be bought at a flat sum with payment to be made in dollars in New York. Louis Kanturek, eastern European supervisor for the Motion Picture Export Assn., recently delivered prints for the first 24 features for the ministry's scrutiny. He has since returned to Frankfurt where he's currently conferring with Irving Maas. MPEA veepee and general manager, regarding the impasse.

Maas to Frankfurt Paris, Aug. 30.

Irving Maas, veepee and general manager of the Motion Picture Export Assn., left London Satur-day (27) for Frankfurt, where he is scheduled to meet the MPEA's is scheduled to meet the MPEA'S eastern European supervisor, Louis Kanturek. Latter recently returned from Moscow, where he delivered the first batch of American films for Soviet selection under a 1948 agreement arranged by Eric Johnston.

Mass, it's understood, will remain about 10 days in Germany prior to planing direct to the U.S. Enroute to Frankfurt he made a short stopover here to huddle with short stopover here to huddle with the MPEA's representative in Ger-many Marian F. Jordan. He also spent every minute interviewing available exces on the continental situation, despite the warm Au-gust weekend.

Cantor, RKO Sued On Plagiarism Rap

Los Angeles, Aug. 30.

Los Angeles, Aug. 30.
Emerson Treacy, screen actor
and writer, filed suit for \$150,000
against Eddie Cantor and RKO,
charging plagiarism.
Plaintiff declares his screenplay,
"lsabella's Pawn Ticket," was rewritten as a musical comedy, "Hail
Columbia," for Cantor, and later
used as the basis of the RKO
picture, "If You Knew Susie," released in 1948.

Fire Hits Bevhills Wm. Morris Office

Beverly Hills, Aug. 30.

Beverly Hills, Aug. 30.
Valuable manuscripts, records and tape recordings were destroyed by fire in an annex of the William Morris Agency. Records, damaged by flame, smoke and water covered a period of 21 years.

Damage to the building itself was slight, according to Abe Lastfogel, who ordered immediate immediate rebuilding.

Autry's Quickie

Hollywood, Aug. 30.
Gene Autry plays a guest role in the Bob Hope starrer,
"Fancy Pants," at Paramount.
Autry gallops to Hope's rescue and gallops right out again.

Italian Film Stars May Head Legit Unit to Tour U.S. Key Cities Next Year

Rio de Janeiro, Aug. 23.
Italian film stars such as Anna
Magnani and Aldo Fabrizzi may appear in key cities of the U. S. next
year as part of a legit unit headed
by Ruggiero Ruggieri, if plans of
local impresario Dante Viggiani
materialize. Latter is sponsoring
the current Brazilian tour of Ruggieri.

the current Brazilian tour of Ruggieri.

In view of Ruggieri's success in Argentina and Brazil, Viggiani feels that an American venture would be financially sound, inasmuch as the U. S. has a large Italian-speaking population, as have the two South American countries.

Arrangements for the projected tour are now being worked out here by Viggiani's American rep, Marcel Ventura, and Italian producer Stefani Miraglia. Contemplated swing through the U. S. reportedly would be the first of its kind for an Italian theatrical troupe since the trouping of Eleanora Duse more than 20 years ago.

Selznick Sets Prize For **Best Yearly Goodwill Pic**

Best Yearly Goodwill Pic
Venice, Aug. 22.
At'a press dinner last night (21)
in Venice city hall, producer David
O. Selznick announced his intention of donating a yearly prize to
the film made in Europe by a European and presented in the
United States during the preceding
year which "constitutes the most
notable contribution towards comprehension and cooperation be-

notable contribution towards comprehension and cooperation between free and democratic people." The winning picture, starting in 1950, will be shown each year at the Venice Film Festival.

Selznick emphasized the fact that he is placing full responsibility for the award in the hands of a special jury, which will be made up of North and South American personalities having no financial or commercial connection with the film industries.

Zanuck Delayed

Paris, Aug. 30.

Paris, Aug. 30.
Twentieth-Fox's flock of European locationers is likely to keep company production head Darryi Zanuck here for some time.

Meanwhile. Louis D. Lighton and Henry Hathaway, producer and director, respectively, of the firm's recently completed "The Black Rose." have arrived to screen the pic for Zanuck.

Jones' Glasgow Boff

Glasgow, Aug. 22.
Allan Jones, singing numbers from films he's made, scored here tonight at the Empire when he opened with his wife. Irene Hervey.
He was called back for repeated

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377th Week!

All-time long run record in the legitimate theatre.

KEN MURRAY'S

"BLACKOUTS OF 1949"
Completes 7-year run El Capitan
Theatre, Hollywood, August. 27.
OPENS Ziegfeld Theatre, N. Y.,

Miami Theatres, Cafes Stay Open In Hurricane

Miami Beach, Aug. 30.

Miami Beach, Aug. 30.
First of the big blows this year hit south Florida on Friday (26), but damage to the Miami area was negligible, though the Palm Beaches were hard hit.
With the greater Miami area experiencing minor winds (53 miles per hour at the height), the upper reaches of the "gold coast," especially around the Lake Worth-Palm Beach sector, were belted by 125-mile winds that wrecked many wooden structures and ripped the roof off the Palm theatre, West Palm Beach.

In the Miamis, most ciubs and

Palm Beach.

In the Miamis, most clubs and all theatres remained open, though drawing sparse business. Worst casualty was patronage, when visiting Veterans of Foreign Wars repsileft town in a hurry on news of the impending windstorm. Biz, however, picked up over the weekend for majority of clubs and cocktaileries.

for majority of the bigger cafes and lounges closed further up the Gulfstream (Palm Beaches and other coastal towns), there were no complaints. Most of the wreckage citrus packing complaints. Most of the wreckage was to homes, citrus packing houses, hotels and trailer camps.

Storm came unusually early in e "season," with most of the Miami area operations readying for at least another blow.

METRO AUDITIONING DIRECTOR CRABTREE

Le,it director Paul Crabtree will visit the Coast next week as a "guest" of Metro He has been invited for a confab with production chief Dore Schary that may lead to a pact as a director at the studio.

Crabtree has staged a number of plays for the Theatre Guild, the most recent being "Silver Whistle." He has been directing at the Westport, Conn.. strawhatter this summer. Among plays he did there was his own "A Story For a Sunday Evening."

Unkindest Cut

Tel Aviv. Aug. 30.
U. S. columnists Louis
Sobol and Earl Wilson, and
VARIETY's editor, Abel Green,
may not know it, but some of may not know it. but some of the local film-press bunch had been built up for a gander of their unphotogenic and un-histrionic talents by United Artists which has been her-alding the occasion as part of the trailerizing for "Copa-cabana."

Cabana."

Unkindest cut to aii, however, was imposed by the Israeli censors, who nixed Carmen Miranda's hip-swinging scene in the film on the grounds of "suggestiveness." Since this is the scene where Miss Miranda supposedly auditions her stuff to impress the three American newspapermen, playing themselves as sages of the saloon circuit, with the cut also went their local cinematic debuts.

Philly's 'Love That Legion' as Vets **Pour in Welcome Convention Coin**

Adler's Gala

Paris, Aug. 30.

Larry Adler played Sporting Club, Monte Carlo, Aug. 26 for gala performance, for a 250,000 franc fee. Opened at Gaumont Palace, Paris, Aug. 27 for a month.

England 'Too Rugged' For Pic Production, So Borzage Back to H'wood

Film production by U. S. companies in England received a simultaneous boost and panning this week by producer-director Frank Borzage and actor Johnny Weissmuller, who returned from Europe Monday (29) aboard the same plane. They were accompand by their agent Bo Boos.

weissmuller, who returned from Europe Monday (29) aboard the same plane. They were accompanied by their agent, Bo Roos.

Borzage had flown over to scout the possibilities of filming his projected "Mark of Capt. Kidd" abroad. After looking over the situation, however, he nixed the idea, claiming production conditions are "too rugged." Film, he pointed out, calls for the same lavish Technicolor production as his recent "Spanish Main" and he would rather trust it to Hollywood. As a result, he'll lens the picture on the Coast and plans to huddle with agent Charles K. Feldman on his return to Hollywood to set up a releasing deal, possibly with one of the major companies. Weissmuller, on the other hand, plans to head the set of the trust it would be set on the coast of the companies.

with one of the major companies.
Weissmulter, on the other hand, plans to shoot one of his "Jungle Jim" series in England, utilizing frozen funds accumulated by the first two films in the series that have played there. Ex-swim champ is partnered with producer Sam Katzman in the outfit, which releases through Columbia. Weissmuller starts the third "Jim" picture on the Coast tomorrow (Thurs.), immediately after his return from N. Y.

NEW FRENCH TALENT SCARCE, SCOUTS AGREE

Paris, Aug. 30.

After surveying the local scene, impresario Sol Hurok as well as MCA vecpee Charles Milier and other scouting visitors concur that there's no visible new sock talent in the French capital. Despite the generally bleak outlook here, Hurok found things rosier in Italy, where he signed a 25-piece accordion orchestra which specializes in classical and folk music.

classical and folk music.

Aside from acquiring a Rumanian-born Chaliapinish singer known as Christoff, Hurok previously picked up Britain's Sadler Wells Ballet for a U. S. tour and also inked the Luton Girls Choir for a 60-day swing through both America and Canada starting April 1, 1950. Recuperating from a broken collar-bone sustained in a recent fall, he sailed today (Tues.) from Havre for New York on the He de France.

Garfield's Zanuck Pic

John Garfield, who's been spending the summer with his family at Fire Island, N. Y., since returning from Europe, left yesterday (Tues.) for the Coast for work on the Darryl Zanuck production. "The Big Fall," for 20th-Fox. Pic is Casey Robinson's adaptation of the Ernest Hemingway racetrack story, "My Old Man." Robinson did some background shooting already this summer for the pic, around the Paris tracks. Micheline Prelle (formerly Presle) will play opposite.

posite.

Garfield said before leaving that it was a one-film deal, and that he'd be back in N.Y. thereafter to look for a stage stint. His wife and family remain in N.Y. Actor had some radio recording assignments in N.Y. last week, too.

Bemelmans as Actor

Hollywood, Aug. 30.

Ludwig Bemelmans turns actor in Metro's "Asphalt Jungfe," John that a story be under the words. Production of the story be under the words.

Philadelphia, Aug. 30. The American Legion may have received bad raps elsewhere but Philly would play host to the gang whenever it gets the chance. The

whenever it gets the chance. The 50,000 visitors brought in by the 31st annual Legion get-together has unloosed a lot of fresh coin for these parts.

The veterans organization, seemingly affected by adverse publicity in recent years (notably in New York), has done a policing job on its delegates and friends, but not so much as to cut out the carnival spirit that has taken over all of mid-town Philadelphia. In the order named, the convention has proved a windfall to the hotels, bars, taprooms and cafes, the restaurants, drugstores, film houses and whatever other merchandising establishments the visitors happen to hit. Means Plenty Bucks

Means Plenty Bucks

Any town that doesn't want thousands of guys on the loose just isn't open for trade. Despite the usual glumming about the size of tips in taxis and cafes, the general trend to draught beer and the customary moaning of movie moguls, it is apparent to every onlooker that the Legion means pient bucks. The boys and girls are waving it around and looking for places to put it.

ing it around and looking for places to put it.

Film houses are clocking up an exceptional week for the end of August, although to hear the complainers, the Legion is cutting down trade by shooing off locais that might normally travel into town. One thing militates against top film business—the parades, of which the Legion has plenty, and which naturally keep customers out in the open.

which naturally keep customers out in the open.

With President Truman as the headliner, the Legion brought into town a complement of show business personalities. Mr. Truman flashed in and out for the opening of the convention yesterday (29), but the National Commanders Dinner in the Bellevue-Stratford counted such show world personalities as Edgar Bergen. Morton Downey, Kitty Kallen. Rav Noble, Mario Lanza and Kathryn Grayson, Metro players here for the premiere of their new pip. "That Midnight Kiss," which opens at the Boyd Saturday (3).

TV-AM Coverage

TV-AM Coverage

TV-AM Coverage
Television and AM coverage of
the convention have been worked
out fully by the local outlets,
WPTZ, NBC television affiliate,
picked up the President's Convention Hall address for all local video
stations and passed it on to WFILTV and WCAU-TV. A union dispute was responsible for the pooling arrangement. WPTZ, employees
are signed up with IATSE, which
is the boss union at Convention
Hall. WCAU-TV uses the rival

(Continued on page 61)

British Story Supply As Cold as Frozen Pounds

Cold as Frozen Pounds

Hollywood. Aug. 30.

Despite the fact that they can be bought with frozen pounds, Hollywood studios have found virtually nothing that interested them among British plays and books. Story editors for the major companies declare that English writers are turning out just as little in the way of acceptable screen material as has been published in this country since the war.

It was expected that there would be a large increase in the quantity of British material acquired by the studios as a result of the Anglo-American Film Agreement of March, 1948. That specifically listed the purchase of story properties as one of the methods by which the cold storage steriing could be thawed. Story eds, as a result, have been culling the field, but have come up with virtually nothing since the pact became effective.

fective.
Even though yarns can be bought relatively cheaply with the frozen pounds, it's not profitable unless they are particularly good, as one story exce pointed out, because "you can't produce them in Hollywood for frozen pounds." In other words, production costs are so high that a story bargain is no bargain unless it can be turned into a top-notch picture.

FOREIGN FILM BUBBLE BURSTS

Young, Woolworth Scion and Rathvon ONLY 2 CLICKS IN Come Through With Fresh B.R. for EL

Eagle Lion took its first big step towards solving its product problem this week when Robert Young and other backers of EL, including Alian P. Kirby, Woolworth heir, agreed to advance the company new funds for primary financing of indie-made pix. Reportedly, Young, who is controlling stock-holder of Pathe Industries, EL's parent company, and his syndicate have put up \$1,000,000 in immediate cash and promised to furnish an additional \$5,000,000 in the way of a revolving production fund. N. Peter Rathvon, former RKO prez who heads Motion Picture Capital Corp., an outfit lending "risk money." is tied to the new financing plan in a manner not enirely, clear to the trade. Rathvon, according to an EL announcement, will supervise the new coin and determine what pix packages and producers should be bankrolled and given EL releasing facilities.

While Rathvon has stressed that his outfit is free to finance other than EL product, it is reported that his four bankrolled productions, two of which are now in the can, are heading for EL release. It is understood that out of the \$1,000,000 cash posted by Young, et al., \$500,000 has been advanced to Rathvon as primary financing for his two uncompleted films. Reportedly, the money was loaned with the two finished features, George Pal's "Ruppert" and Alan LeMay and George Templeton's "Sundowners," deposited as security. Rathvon Dickers

Adding credence to these reports is the fact that Rathvon was recently dickering for United Artists' felase for his four films while, at the same time, seeking additional funds to get his last two features under way. After UA dickers fell through, Rathvon turned to EL and it is believed the final complex deal represents an expansion of his original proposition.

original proposition.

Queried by Variety, Rathvon,

(Continued on page 22)

Par Clicks in N.Y. With Dualer Reissues at Art Houses as Linguals Fade

Paramount's experiment in getting out a flock of reissues on a
limited basis for art theatre consumption took off to a flying start
this week. With its first two packages doing strong business in New
york, it now looks like the practice may spread to other distribs.
Twentieth-Fox, for one, will test
the New York area with a Will
Rogers dualer within the next few
weeks.

Opening last Tuesday (23) simulveening last Tuesday (23) simultaneously at the Lopert-operated 55th Street Playhouse and 5th Avenue Playhouse, first Paramount dualer, "The Scoundrel" and "Crime Without Passion," played to capacity business during the week. Second package contacts of the street of the second package contacts of the second p and "Crime Without Passion."
played to capacity business during
the week. Second package, consisting of two Marx Bros, oldies,
"Animal Crackers" and "Duck
Soup," is scoring big at the Gotham, a Brandt house. Latter dualer
teed off Saturday (27), Handsome
\$14,000 gross is expected.

Marx Bros, revival also goes into
Harry Brandt's Flamingo, Miami,
and Trans-Lux, Boston, this week
For its third entry, Par is grooving
a Marlene Dietrich dualer, "Desire" and "Shanghai Express," to
the DuPont, D. C., art house operated by liya Lopert.

Understood that Par's exchanges are currently conducting
a survey to determine how many
sureseaters are likely to book the
approximately 30 reissues which
the company plans to bring out,
Meanwhile, Par is going siowiy on
its tests, holding down reissues to
three-four prints.

Par's flyer in reissues is aimed
at copping extra coin because of
the current dearth in foreignlan-

Par's flyer in reissues is aimed at copping extra coin because of the current dearth in foreign-lated week in September.

Expected back until the according to the current dearth in foreign-lated week in September.

Firm depicting the Lopert chain, has put the ber on distribs to dust off old classics and send them through the sure and send them through the sure seater webs as a substitute for the regular foreign fodder.

Expected back until the support of the foreign foreign foreign back until the support of the current dearth in foreign figure against the British days of the British figure against the British days of the British for British caused a furore last week when she caused a furore last week when s

Skouras Spanks Manky

Skouras Spanks Manky
Twentieth-Fox producer-director Joseph L. Mankiewicz
talked out of turn when he
claimed in a recent Life magazine story that the average
exhibitor is no more than a
real estate operator. That is
the opinion of 20th prez Spyros P. Skouras, who declared
yesterday (Tues.) that Mankiewicz, who is on 20th's payroll, was obviously uninformed on the situation.
Skouras pointed out that
Mankiewicz can't know the
average exhibs' problems
since he has never been one
himself. "If it were not for exhibitors," Skouras adde d,
"Mankiewicz would find himself ou', of a job."

Skouras Urges U. S. to Help In Foreign Prod.

Twentieth-Fox prez Spyros P. Skouras, just returned from a two-and-a-half month tour through most of Europe and the Near East, deciared yesterday (Tues.) that American film companies must help promote local film production in foreign countries. That, he said, will be the chief factor in any easing by foreign governments on their restrictions on the remittance of dollar earnings.

Speaking at a homeoffice press

speaking at a homeoffice pressinterview, Skouras also advocated a series of meetings among both government and film exces from all countries to work out the currency problems, similar to that planned for the Anglo-U. S. Film Council. As for promoting local production abroad, he cited 20th's current operations in France and Spain. Company now has a deal with French producer Paul Graetz for two films and with Spanish producer Frederico Ariza for four a year. Under the deal, 20th finances 75% of the production budgets, with the foreign productioning of the production of the foreign prod

(Continued on page 25)

Ultimate Choice Of TV Programs Seen Available to Exhibs

Washington, Aug. 30. rs featuring theatre Exhibitors featuring t levision eventually will Exhibitors featuring theatre television eventually will have their choice of a number of programs, which will compete for playing time on the basis of their cost and merit the same as feature films today. That is the opinion of the Society of Motion Picture Engineers, as detailed in a brief filed this week with the Federal Communications Commission.

Brief contained the SMPE's answers to the six questions on thea-tre TV submitted by the FCC last June. SMPE's replies cover mostly the technical aspects of the new

(Continued on page 22)

Await Henry to Screen 'Sword' for Brit. Exhibs

London, Aug. 30. London, Aug. 30.
Screening of Universal's "Sword in the Desert" for the Cinematograph Exhibitors Assn. has been delayed several weeks because of the absence of Ben Henry. U's British chief. Henry is vacationing at Lake Como, Switzerland, and is not expected back until the second week in September.

Film depicting the Jewish fight

N.Y. IN 8 MONTHS

The loud shouts of praise most American critics have been sounding for the past five years for almost any foreign film—in confor almost any foreign film—in contrast to the Hollywood variety—have died away to a whisper. White most of the pic reviewers and commentators are still referring to the overseas product as the ultra in filmmaking, check of their own notices shows that they are finding mighty few of the English. French, Italian or other foreign-mades to their liking. their liking.

their liking.

Survey by Variety shows that in the eight months of 1949 that ended this week only two of the imports that opened in New York got anything like wholehearted approval from newspaper and magcritics. They are J. Arthur Rank's "Quartet" at the Sutton and the French-nade "Devil in the Flesh" ("Le Diable au Corps") at the Paris.

That ratio of praise to page is

("Le Diable au Corps") at the Paris. That ratio of praise to pan is undoubtedly lower than the proportion of good to bad product that the same reviewers adjudged in Hollywood's output. Nevertheless, apparently unmindful of this factin the memory of the numerous topnotch British, French and Italian pix which hit this country in the three years immediately following the war—the critics are writing as though firstrate films in such quantity were still coming. Evidences of this kind of living in (Continued on page 22) (Continued on page 22)

Danny Kaye on the Cuff Offered by WB in Pic's Sales Pitch; Other Lures

With personal appearances of junketing Hollywood stars reaching epidemic proportions, Warner Bros. has come up with the star trek as an inducement for grabbing off choice playing time in deluxe showcases. WB's sales force is currently offering Danny Kaye, one of the top-paid U. S. performers, cuffo to exhibs in a number of situations on the condition that "The Inspector General." Kaye's first Warner pic, is booked for select, holiday time.

Offer involves Kaye making appearances for an entire day—that of the opening of the film—at the particular house in question. Comic will hit the road for personais in a number of spots timed of with the film. With personal appearances of junketing Holiywood stars reach-

the film.

the film.

Indicating a further swing to junketing, Metro, last holdout, is now ticing into the practice with the same intensity as other majors.

(Continued on page 22)

Johnston Sounds Public Relations Keynote: 'Cease Intramural Feuds'; Name Depinet Permanent Chairman

Untimely Visit
Chicago, Aug. 30.
A Chicago lawyer, repping a local drive-in in a suit against the majors, slapped subpoenas on RKO prexy Ned E. Depinet, Metro distrib vice-prexy William F. Rodgers and 20th-Fox general counsel Austin C. Keogh as soon as the trio came to town for the public relations conference. conference.

Lawyer springing the juris-dictional trap was Seymour Simon, for the South Bend Auto Drive-In.

Commerce Dept. To Assist Films' **Internal Relations**

Washington, Aug. 30.

The Dept. of Commerce is expected to throw its full weight behind a move for better relations between the various branches of the film; dustry. First tangible step in that direction, it is reported, will be a proposal for an all-industry arbitration system by Secretary of Commerce Charles Sawyer. The cabinet member is expected to voice his proposal at the Los Angeles convention of the Theatre Owners of America where he will be an invited speaker. It is said that Sawyer is currently working on an arbitration system patterned after those adopted by other industries. Since the Commerce dept. concerns itself with the business of the nation, Sawyer does not consider his action far afield.

Commerce chief reportedly will

Commerce chief reportedly will (Continued on page 56)

Gable, Lana Teamed

Hollywood, Aug. 30. Metro will team Clark Gable and Metro will team Clark Gable and Lana Turner again after a long screen separation in "Nothing Doing," slated for filming early next year, with Preston Sturges directing his own screenplay. Gable-Turner duo has not ap-peared together since they made "Homecoming" several years ago.

Chicago, Aug. 30

"We are often our own worst enemies," MPAA president Erie Johnston declared here today (30, in making a plea to top filmites, assembled in Chicago to discuss overall public relations, that they begin by ceasing intramural feuding. Delivering the conference's keynote address MPAA prexy asserted, "This industry is as riddled with inter-industry strife as any I have ever seen."

have ever seen."

Constant internecine sniping has resulted in four serious consequences, Johnston said. First is bad public relations, which results from "reckless and irresponsible statements from within our own ranks which may get publicity for their authors. I've been guilty myself. I regretted it afterward. A family feud is always juicy reading, but it doesn't inspire confidence among the neighbors."

Second consequence, MPAA top Second consequence, MrAA top-per said, was an unjust divy of profits, which hurts the whole in-dustry. Third is that "squabbles have made our industry most law-suit ridden in the country—a law-(Continued on page 20)

Catholic Reviewers Are 'Objective' About Pvt. Lives of Film Stars

Chicago, Aug. 30.

Chicago, Aug. 30.

In an unusual statement, Mrs.
James F. Looram, Legion of Decency chairman of reviewers, said
the private lives of certain film
stars were not a matter of the Legion's scrutiny and that pictures
were reviewed objectively. She
said that the Legion would try and
counteract any action taken against
the showings of "Joan of Arc"
which has been subject to individual pressure in certain areas, sup(Continued on page 56)

(Continued on page 56)

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DAILY VARIETY
(Published in Hollywood by
Daily Variety, Ltd.)
\$15 a Year—\$20 Foreign

National Boxoffice Survey

Many Firstruns Await Labor Day Week-'Feeling' Moves Up to First; 'Bovary' Cops Third

"Mighty Joe Young" (RKO) and "You're My Everything" (20th) round out the Big Eight list in that order. Best runner-up pix are "Great Gatsby" (Par', "Once More, My Darling" (U) and "Slattery's

Current week at the principal firstruns nation-wide is an inbetween session prior to Labor Day weekend and unveiling of much strong fall product. Few of recent heavy grossers or newcomers are doing as well as last stanza.

"It's a Great Feeling" (WB), which was a strong second last round, is taking over national leadership by a wide margin. Closest competitor is "Good Old Summertime" (M-G), comparatively modest in contrast to "Feeling."

Third place is going to "Madame Bovary" (M-G), just getting around this week. Fourth money is being copped by "Black Magic" (UA) first last stanza. "Great Sinner" (M-G) is winding up fifth while "Coll is in staking sixth spot.

"Wildith: Lee Young" (RKO) and "Doolins of Oldahoma" (Coll i looks winding up fifth while "Bride" looms high in Chi while "Bride" looms sock in N. Y. "Rope of Sand" (Par), weeks at N. Y. Paramount, is a strong entry in mild L. A. currently. "Sword in Desert" (U) is most in Chi in Fortland, Ore. "That's My Baby" (U), sock last frame, is hefty in Louisville and smash in Cincin"Any Number Play" (M-G) looms hass" (Rep) is fine in Louisville.

"Wildith: Lee Young" (RKO) and "Doolins of Oldahoma" (Coll i looks and the properties of the prior of the properties of the properties of the prior of the prior

nati.
"Any Number Play" (M-G) looms hot in Portland, Ore. "Susanna Pass" (Rep) is fine in Louisville. "Doolins of Oklahoma" (Co) looks solid in Cincy.
"Africa Screams" (UA) is pacing Minneapolis where it's great with strong assist from stageshow, "Wizard of O?" (M-G) is doing sock in Providence and looks great in Seattle.

Wanger's 'Joan' Doing Smash Biz Abroad, Helping Offset Domestic Lag

Smashing overseas grosses of Walter Wanger's "Joan of Arc" are helping the Ingrid Bergman starrer dig itself out of the hole caused by its costly production plus distribution nut. While the RKO release tion nut. While the IKO release has been doing only moderate domestic business, if judged by its negative cost, which exceeded \$4.-000,000, "Joan" is now taking on the appearance of one of the peak foreign earners. Only hurdle which may prevent the spectacle from re-covering its heavy nut are the crip-pling currency restrictions in most foreign countries. In the six overseas spots where the film has already preemed, it

In the six overseas spots where the film has already preemed, it has consistently racked up healthy-to-spectacular grosses. Pic's draw in foreign countries is no surprise to RKO-ers, since it parlays the Bergman name, an international flavor and an epic particularly appealing to Catholic nations.

Ir l'icating its strong pull in non-Catholic as well as Catholic countries, "Joan" opened this week at the Century theatre, Sydney, Australia, with a big take despite mixed reviews. Prospects of a long run on the Aussie Hoyt circuit showcase are good. Three-month run at the Pavilion, London, has already been registered, with a general release over the Odeon circuit at favorable terms in the fall now at favorable terms in the fall now

In Dublin "Joan" did a big two months at the Metropole. In its other three engagements at Port au Prince, British Guiana and the au Prince, British Guiana and the Barbados, film played day-and-date in two "A" houses in each situation. Business was strong in each of the Caribbean sectors.

RKO is plunging heavily on its Continental ad budget to pave the way for the film's mass European preem in October. Counting on the proportions of the country o

way for the nims mass European preem in October. Counting on tremendous earnings, company has booked the film to open simultaneously in every big European city west of the Russian line during the west of the Russian line during the month. All major cities in France, Belgium. Spain, Portugal. Nether-lands, Seandinavia and Switzerland are blanketed for the October drive. Additionally, company is concentrating on Italy, where some 25 cities and towns will preem the pic in October.

Mono's British Prod. **Teeoff Stalled Until** Jan., Says S. R. Dunlap

Originally due to start in October, Monogram's production in Britain likely won't get underway until the first of the year according to Scott R. Dunlap, executive as sistant to Mono prez Steve Broidy,

sistant to Mono prez Steve Broidy,
Just returned from a two-month
Junket to England, he said in New
York last week that the company's
joint production program with Associated British Pictures Corp, had
been moved back due to a lack of
space in the latter's Elstree studios.
Under an agreement inked long
ago with ABPC, Monogram expects
to turn out two Allied Artists pictures for its '49-50 season at Elstree. Three stories are now being
considered with the final decision
to be made by Broidy prior to Jan,
I when the studio is expected to
be available. Casts and directors
will also be selected by the company chief.
Meanwhile, Dunlap contemplates

pany chief.
Meanwhile, Dunlap contemplates
making two Allied Artists pix on
his own in a 12-month period. At
least one of these, he said, will be
filmed in Britain. Scripts for the
duo haven't been decided upon as
yet. On the basis of his recent Elstree isspection tow, the Meanwhile. quo haven't been decided upon as yet. On the basis of his recent Elstree inspection tour, the Monagram exec declared that the "well-equipped" plant was humming at capacity and added that its modern facilities match most Hollywood lots. After a one-day stopover in New York for confabs with Broidy, he planed to the Coast Friday 26:

U-I Speeds Shooting

Hollywood, Aug. 30.
Universal-International is prepping four pictures to start within the next four weeks, in addition to the four currently facing the lenses, with a number of others slated to get the gun in November. Current activity on that lot contrasts with the shutdown period last year.

A Kelly in Paris

Hollywood, Aug. 30.
Gene Kelly, and possibly another
Hollywood thesp, will be the only
Americans in "An American in
Paris," to be filmed in the French capital by Metro next January.

Technicolor picture will be produced by Arthur Freed with a French supporting cast. Plans call for daily shipments of film from Paris to London for the tinting

Ill. Allied to Act On Films Over TV

Chicago, Aug. 30.
Striking at a problem, which
may meet with official action this
fall, Van Nomikas, veepee of Allied
Theatres of Illinois, last week said
the continued release of recent
product to television stations "was
unfair to the main source of profit
to the distributor." Comment was
coessioned by schedule on video occasioned by schedule on video station WGN which has British product teeing-off Aug. 28.
As yet, nothing official has been done, but after Labor Day this item will product teethers.

will receive consideration at the first fall meeting of Allied.

10 ADDITIONS GIVE **METRO 25 PRODUCERS**

MEIKU Z5 PKUDUCEKS

Hollywood, Aug. 30,
Ten producers added to the Metro roster in recent months make a total of 25 lined up to handle the studio's program of 40 features for 1949-50. Newcomers include Armand Deutsch, Z. Wayne Griffin, Voldemar Vetlugin, Val Lewton, Frank Taylor. Norman Krasna, Richard Goldstone, Nicholas Nayfack, Chester Franklin and the producer-writer team of Norman Panama and Melvin Frank.

Veteran producers on the Metro tot include Joe Pasternak, Arthur Freed, Jack Cummings, Clarence Brown, Robert Sisk, Sam Zimbalist, Sam Marx, William H. Wright,

Brown, Robert Sisk, Saim Zimbalist, Saim Marx, William H. Wright, Pandro S. Berman, Carey Wilson, Leon Gordon, Edwin Knopf, Arthur Hornblow, Jr., Sidney Franklin and Gottfried Reinhardt.

EL Has Backlog of 15 Pix: 4 New From Rank

Hollywood, Aug. 30, With the acquisition of four J. Arthur Rank productions for U.S. distribution, Eagle Lion has a backlog of 15 pictures to tide over backlog of 15 pictures to tide over the current shutdown of produc-tion on the lot. Newly imported films include "The Gay Lady," "Obsession," "Spring in Park Lane" and "The Glass Mountain." Eleven films previously on the list, including five from Rank, are "Against the Wind," "A Place of One's Own," "Weaker Sex," "Once Hong a Drann" "Helter of

"Against the Wind." "A Place of One's - Own," "Weaker Sex." "Once Upon a Dream," "Letter of Introduction," "Trapped," "Port of New York," "Zamba," "The Fighting Redhead." "Down Mem-ory Lane" and "The Story of GI Joe." a re-release.

Metro's 7 Comedies

Hetro's 7 Collicules

Hollywood, Ang. 30,
Seven coinedies will have been
turned out by Metro before the end
of the year. To date, one is completed, four are in work and two
will start early in October.
Ready for release is "Adam's
Rib." Currently before the cameras are "Key to the City." "Please
Believe Me." "The Big Hangover"
and "The Yellow, Cab Man." Stated
to start in October are "Father of
the Bride" and "The Reformer and
the Redhead."

Raibourn's Return
Paul Raibourn, Paramount y p,
and fiscal expert, planes to New
York from London Friday (2)
after a month's stay in Britain,
Raibourn was studying the currency situation in Britain with an
eye to using Par's frozen pounds
accumulated in the past year.

Par at Full Speed

Hollywood, Aug. 30.
Film editors at Paramount are working at top speed this week with nine pictures in the clipping

process.

That's one-third more than the number handled by that department at this time last year.

Rhoden Relents. Won't Insist On **Bid Disclosure**

Revolt against competitive bidding recently staged by bigtime circuit operators led by Elmer C. Rhoden, head of Fox-Midwest chain, is sputtering out. Rhoden, who has been insisting that his circuit will not bid for product unless a distrib agrees to disclose the terms of a winning bid, has now relented. Circuit topper is offering bids in a number of situations where he previously refused to buy competitively.

Rhoden's change in attitude apparently follows a recent huddle which he had with Charles Skouras, National Theatres head, in Los Angeles, Since no other NT exec took the same stand as Rhoden, it is believed that he has withdrawn his objections at the urging of Skouras.

With Rhoden retreating from his. Revolt against competitive bid

With Rhoden retreating from his With Rhoden retreating from his skirmishes with major distribs on competitive bidding, it is expected that other big circuits that have objected to an extension of that method of selling product will also method of selling product will also revamp their views. Number of the larger chains have recently been peeved because smaller houses have grabbed off choice product which ordinarily would have wound up with the circuit. In each instance, the small fry have outbid their larger competitor.

Rhoden had deelywed at an exception

outbid their larger competitor.
Rhoden had declared at an exhib meeting here that he would insist on all winning bids being opened for inspection by a losing rival. Distribs, on their part, have refused his demands on the contention that such disclosures would pry the lid off business secrets which were no concepts to secrets. pry the lid off business secrets which were no concern to anyone but the distrib and his customer. For a time, Rhoden refused to hook product sold competitively by distribs in a number of his statutions.

RKO TO DISTRIBUTE WANGER'S GARBO PIC

Hollywood, Aug. 30.
Walter Wanger's "Lover and Friend," starring Greta Garbo and James Mason, will be released by RKO. It will be Miss Garbo's first pic in eight years. Production starts Sept. 15 in Italy.

Gusseppe Amato, Italian produ-er, and Massamo Rizzoli, Italian industrialist, are associated with Wanger and Eugene Frenke in the production. Budget is set at \$1,100,000, with a third in dollars, two-thirds in frozen lire.

Wanger, in N. Y.. planes to Rome shortly to join Miss Garbo, director Max Opuls, Frenke and production manager Gordon Grif-fith. Film is an adaptation of Honore de Balzac's novel "Duchess of Longeais."

H'wood Pix Cited As Aid in Teaching History

Mal In Teaching History

Washington, Aug. 30,
Hollywood films, especially edited for classroom use, are proving
effective in teaching history in
schools throughout the nation. Latest to be released for this purpose are "The Howards of Virginia," "Wells Fargo," "Tennessea
Johnson," "Brigham Young" and
"Drums Along the Mohawk."

Naming of a special enumyittee

"Drums Along the Mohawk."

Naming of a special committee by the National Council for the Social Studies to cooperate with the Motion Picture Assn. of America in cutting feature pictures for school use, MPAA reveals, emphasizes the importance of Hollywood films as an educational tool. The Committee, headed by Dr. William H. Hartley, of Towson, Md., is working closely with the Educational Services Department of MPAA and Teaching Film Custodians, distribution affiliate, in excerpting pictures for classroom length.

MPAA May Join With De Rochemont To Fight Southern 'Boundaries' Ban

Another Circus Story Hollywood, Aug. 30.

Columbia has sent writer Ralph Bettison to Gainesville, Texas, to gather material for "The Gaines-ville Story," built around circus in which all 12,000 of town's populace taken and appually

which all 12,000 of town's populace takes part annually.

This makes three circus pix up-coming, including Cecil B. De Mille's for Paramount and Burt Lancaster being starred for indie Norma Productions.

N.Y. Labs Renew **Talks on Contract**

Reps of the majors' lab com-panies in the east and lab tech-nicians Local 702 reopened intensive bargaining sessions this week for a new pact to cover approxi-mately 2,000 workers. Both sides agreed to remain in virtually con-tinuous session until a settlement is reached.

Current talks were paved last week by a meeting of Richard F. Walsh, prez of Local 702's parent body, the International Alliance of Theatrical Stage Employees, and prexies of several major companies which operate labs in the east. It's understood that agreement on the basics was reached at the latter

Local 702 is demanding a cut in working hours. Subsidiary de-mands call for a welfare fund and increased vacation time. A re-fusal by the companies to meet the union's proposals almost led to a walkout last month but Walsh's intervention led to resumption of

New contract would be retroac-ve to the middle of June.

Lawyers Settle With Sorrell, Union on Fees

Los Angeles, Aug. 30.

Herb Sorrell and the Conference of Studio Unions made an out-of-court settlement with Frank Pestana and William Esterman, atturneys, who had demanded \$24,720 for legal fees. Understood the settlement was for \$15,000.

Conference previously filed a counterclaim of \$27,941, declaring the lawyers had withdrawn more than their salaries and expenses from union funds.

N. Y. to L. A.

Robert Benjamin Robert Benjamin Jack Benny Irving Berlin Myrt Blum Frank Borzage Steve Broidy Bullets Durgom John Garth 3d Mrs. Henry Ginsberg Burl Ives Mrs. Henry Ginsberg Burl Ives John Joseph Sidney Kingsley Bo Roos Herbent P. Silverberg Michael Todd Michael Vallon Johnny Weissmuller

Europe to N. Y.

Europe to
Marian Anderson
Barney Balaban
Sidney Bernstein
Jack Bregman
Caroline Burke
Eugene Cohen
Morton Downey
Francois Dupree
Jacques Fath
Glenn Ford
Sir Cedric Hardwi Glenn Ford Sir Cedric Hardwicke Oscar Homolka Sol Hurok Hedy Lamarr Lesli Lear Gerald Mayer Charles Miller
Mrs. Robert Montgomery
George Raft
Paul Raiburn Claude Rains Macgregor Scott Murray Silverstone Cornelia Otis Skinner Spyros P. Skouras Alida Valli

Motion Picture Assn, of America may join with Louis de Rochemonin tests in Memphis and Atlanta of the censorship by which the producer's "Lost Boundaries" (PC) is being kept from the screen. Decision as to how the MPAA can best aid in the battle is expected to come out of sessions probably to be held next week between the Association's general counsel, Sidney Schreiber, and de Rochemonia attorney in this matter, Judge Samuel Rosenman.

Moral encouragement and promise of legal cooperation has already been given the producer of the semi-documentary on anti-Negro bias by Eric Johnston, MPAA topper, in reply to a wire from de Rochemont, declared: "I have persistently fought against censorship on the screen. I am in complete accord with you that the motion picture-as a great medium of communication is entitled to the same rights of freedom of expression as press and radio... I have instructed our attorneys to cooperate those rights. In this I have instructed our attorneys to cooperate in any way they can."

Lawyers will explore the advantages of the MPAA's going beyond mere cooperation and actually joining in as a party to the action, as it did in Hal Roach's suit against Memphis censor Lloyd. Binford on "Curlley." Picture industry lost in the lower courts and case is now on appeal in the Tennessee Supreme court. It is listed for argument in October. Johnston said last week. "We intend to see it through to the lighest court in the land."

No financial arrangement has been made as yet regarding the cost of the "Curley" action, since no bills have been submitted yet and the matter hash't arisen. Hoaven, it is expected that MPAA members will share in the cost of the local Memphis counsel. Edward C. Raftery, of O'Brien, Driscol, Raftery & Lawler, who is repping the MPAA from the New York end.

Raftery & Laurelle Raftery & Laurelle MPAA from the New Yorkend, is doing so as counsel for United Artists, the "Curley" distrib. It is expected that some similar arrangement might be made in the case of "Lost Boundaries" if the MPAA joins in.

In any case, Rosenman will have

In any case, Rosenman will have complete access to the papers and experience of Raftery and the (Continued on page 20)

L. A. to N. Y.

L. A. to !
Edna Best
Eddie Cantor
Joseph De Blasio
Bruce Dodge
Ibrahim Ezz-Eldin
Cookie Fairchild
Judy Garland
Ray Golden
Benny Goodman
Edith Head
Eunice Healey Eunice Healey William Heineman Sonja Henie Boris Karloff Barrett Kiesling Jill Kraft Walter Lang Charles Le Maire Joe Losey Joseph Mankiewicz Mary Mason Lon McAllister Ernest McChesney Howard S. Meighan Johnny Mercer John Monks, Jr. John Monks, Jr.
Ken Murray
Peter Opp
Max Opuls
Sidney Pink
Irene Rich
Jane Russell
Taft Schreiber
Lamar Trotti
Joseph A. Walsh
Fred Waring
John F. Wharton John F. Wharton
Pat Williams
Cobina Wright
Herbert J. Yates
N. Y. to Europe

Robert Busch Jack Connolly Peter Scott

GONE Henry Morgan

TEEN-AGERS AS ROAD TO B.O.

Blumberg Explains U-Rank Deals: Export Assn. Views It as 'Violation'

Company prexies, after hearing a defense by Universal topper Nate Biumberg of his company's recent deal with J. Arthur Rank, decided to throw to their lawyers the question of whether U violation of the the Anglo-American agreement. U's arrangement with Rank eliminates its payments into the "B Pool" and bids fair to mark finis to that facet of the British-U. S. nact.

Meeting as the board of the Motion Picture Export Assn. in New York last Thursday (25), the company chieftains listened at length to the explanations by Blumberg of the deal by which U will offset earnings of Rank pix in this country by using its frozen pounds to buy outright U. S. rights to them.

Only expect who spake with the Motion Picture of the Picture of the Motion Picture of the Picture of the Motion Picture of the Picture

to them.

Only exec who spoke out on the U side and backed Biumberg was Steve Broidy, prez of Monogram-Allied Artists. Rest generally took the attitude that U was violating the agreement, but there were none of the violent fireworks that were anticipated for the session—first one devoted to the subject since U foreign chief Joe Seidelman made the deal on behalf of his company.

man made the deal on behall or his company.

While the presidents were critical of U on moral grounds, they admitted they were uncertain of the legalities involved. Thus, after the rather mild discussion, they agreed to turn the problem over to their lawyers with instructions to report back to them when they had decided whether U had violatically continued on page 22)

(Continued on page 22)

Atlas Maintains Hold As Largest Corporate Owner of Film Stock

Uwner of rim Stock
Floyd B. Odlum's Atlas Corp.
held its ground over the past six
months as probably the largest single corporate holder of film stock.
Still retaining sizable blocks of
both Paramount and Wait Disney
Productions' stock, semi-annual report of the investment company,
aired this week, discloses a \$75,000
stock interest in N. Peter Rathvon's Motion Picture Capital Corp.
It is the first official statement of
the Atlas interest in the recently
formed unit, which bankrolls indie production.

It is the first official statement of the Atlas interest in the recently formed unit, which bankrolls indie production.

Atlas motion picture holdings will be further boosted when RKO completes its reorganization under the anti-trust consent decree. Report shows that Atlas has committed itself to acquire 69.300 shares of stock of the production-distribution unit on a "when, as and if issued" basis for \$256.113. Shares are valued at \$252.25. based on June 30 market quotes. In the half-year period, only substantial change of Atlas' film holdings is in RKO. Holding company's tilee of RKO option warrants dipped from 317,812 owned at the end of 1948 to June 30 holdings of 234,012. Value slid even more drastically from a \$258,222 figure on Jan. 1 to \$43,877 on June 30. Optipns expire Jan. 31, 1950.

Atlas continues as largest single shareholder in Paramount with a block of 50,000 shares. It also has 91,700 shares of Disney common. Par holdings are valued at \$1.012,500; Disney shares at \$335.337. Investment outfit also hoids bisney Series "A" bonds with a face value of \$308,500 and a market price of \$228,290.

Only other showbiz stock listed is 11,000 shares of Madlson Square Garden Corp. with a market tag of \$103,125.

Asset value of Atlas common on June 30 was estimated at \$26,27

Britain's 500G Payment

Britain's 500G Payment
Payment to the majors this
week of \$500,000 by Britain
represents the entire amount
which the companies will receive for the earnings of
British plx in America during
the first year of the AngloAmerican film pact. Sum, almost in toto, was derived from
what Universal remitted to J.
Arthur Rank as the latter's
share of revenues on his product distributed in the U. S. by
Universal. Of that total, largest part by far was derived
from one film, Rank's "Hamlet."

from one film, Rank's "Hamlet."

Since special deals which skirted the requirements of depositing earnings in the "B" pool were made by other distribs on British pix, practically no monies except those remitted by U landed in the pool. Incidentally, with the \$500,000 now paid, American companies took out a total of \$17,500,000 from Britain from June 1, 1948, to June 1, 1949.

NLRB Orders 3 Union Elections Among Painters

NLRB in Washington has or-dered three types of bargaining elections among studio painters.

First is for 10 major studios, calling for yes or no answer to question as to whether painters want repping by IATSE. Second, for painters working for independfor painters working for independent Motion Picture Producers Assn., gives voters choice of IA, Local 644 of painters, or no union. Third is for series of eight elections by unaffiliated studios, calling for yes or no to IA.

Painters employed as of Aug. 26 who belong to 644 will be permitted to vote in unaffiliated election.

TOA Petitions FCC For Theatre Video Hearings

Theatre Owners of America has petitioned the Federal Communications Commission for public hearings on the assignment of exclusive channels for theatre television, it was revealed yesterday (Tues.) by TOA exec director Gael Suilivan. Move foliows a similar step taken recently by the Motion Picture Assn. of America and presages an all-encompassing industry front for the allocation of such channels.

TOA petition seeks no specific frequency assignments to any single exhibitor. Sullivan said, "but endeavors to obtain recognition by the FCC for the need of making an allocation so that exhibitors, if they desire to do so in the future, might apply for individual licenses." Sullivan continued:

Only other showbiz stock listed is 11,000 shares of Madlson Square Garden Corp. with a market tag of \$103,125.

Asset value of Atlas common on June 30 was estimated at \$26,27 per share, representing a slight decline from \$27,18 per share as of Dec. 31, '48. During the sixmonth stretch, two quarterly dividends of 40c per share were paid while another is due Sept. 20. Capital and surplus amount to \$51, 402,582, of which earned surplus accounts for \$16,737,875 and net unrealized appreciation for \$4,714,729,

THEATREGOERS

In show biz' perennial quest for the secret of a hit, numerous film producers were pondering this week whether the road to bo. success might not be a direct and conscious appeal to the teen-age audience. They were viewing the somewhat phenomenal grosses piled up in the past two weeks by Samuel Goldwyn's "Roseanna McCoy," and —since Goldwyn staffers themselves admit "the picture is not that good"—wondering about the only explanation that theatre operators have been able to give. That is that the ratio of teen-agers patronizing "Roseanna" is out of all proportion to the usual average for their houses.

is that the ratio of teen-agers partonizing "Roseanna" is out of all proportion to the usual average for their houses.

Conclusion regarding responsibility of the high school and early college group for the film's success fits in with two tenets long held by Dr. George Gallup's Audience Research, Inc. Its surveys have consistently shown that the teen-agers are the most frequent and faithful theatregoers and that, as a matter of fact, the 19-year-old group leads all others in attendance.

The second Gallup point—one of which it has made something of a preachment—is that profits do not lie in a producer's knocking himself out trying to get into the theatre that portion of the public which infrequently buys a ticket or that doesn't naturally take to his type ple. Producer can do much better, ARI claims, in spending the coin and extra steam on pitching to the natural easy-to-get group.

Tougher to Get 'Em Post-30

That's a switch on a stand that Eric Johnston, Motion Picture Assn. of America prexy, and many other industryites have taken as the result of another set of Gallup figures. These show that after 30, customers greatly slow up in thea(Continued on page 22)

(Continued on page 22)

M-G Still Unsure On Appeal—Vogel

Chicago, Aug. 30.

Metro has yet to make up its mind on the important question of whether the company will appeal to the U. S. Supreme Court from the complete divorcement ordered against it, Joseph Vogel, Metro's theatre chief, revealed here. At the time, Vogel indicated the likelihood of an appeal.

"We haven't decided the question yet," M-G theatre topper said. "Mr. Schenck (Nicholas M. Schenck, company prez) has had no chance to talk to Mr. Davis (John W. Davis, trial counsel) and it will take some time yet to make up our minds.

"However, as a layman," Vogel added, "I can hardly see that we won't appeal. What have we ever done wrong in the operation of our theatres that has merited this decision against us?"

Metro's vote for or against appeal is considered the key to the entire question so far as the company's co-defendants, 20th-Fox and Warner Bros., are concerned. Latter two majors regard M-G in the strongest position and consider their chances nii if Metro decides against an appeal.

Rritish Films Council

British Films Council Nixes 30 Oldies on Quota

London, Aug. 30. Stiffening its attitude, the Films Stinening its attitude, the Films Council today (Tues.) flatly re-jected 30 of 32 old British films which had been submitted for ex-tended quota life. Board members are insisting that the present quota can be adequately met from

quota can be adequately met rione new films.

In a further "get tough" stance, the Council is also considering steps to prosecute a number of exhibitors who defaulted in the fiscal year which ended September, 1948.

'MOST FAITHFUL' RKO Divorce Delay Aimed to Keep Co. in Black Via Theatre Earnings

Choo-Choo Cycle?

That old hand at the throt-tie, Casey Jones, looks certain for celluloid immortalization.

tie, Casey Jones, looks certain for celluloid immortalization. Warner Bros. last week became the fourth studio to get in line for a whack at a pic with that title. It has an original yarn on which it wants to hang the moniker of the famed engineer.

Paramount got to the station first, however, according to Johnston office title registration bureau, and has priority with ownership of the original copyrighted yarn. It first registered it in 1938 and re-registered it in 1938 and re-registered it in 1938 and re-registered it in 1938 and respective in the station of the original copyrighted yarn. It first registered it in 1938 and re-registered it in 1938 and re-registered it in 1938 and respective in the station of the s

Odlum's Option On RKO Theatres Now in Dispute

Howard Hughes' nix last week of all offers for his RKO theatre stock has thrown into further dispute the option that Floyd Odlum's Atlas Corp. was granted on the shares. Lawyers are reportedly again in a hassle, this time over whether Atlas still holds the option to buy at \$4,500,000 or whether that was wiped out by Odlum's refusal to meet the \$6 a share bid \$(5,575,000) of Stanley Meyer, Matty Fox, Cliff Work and their syndicate.

In the meantime, the Mever-Fox-

In the meantlme, the Meyer-Fox-Work combo has not lost heart over Hughes' decision that he'll "tem-Work combo has not lost heart over Hughes' decision that he'll "temporarily" listen to no offers. They are underscoring that "temporarily" and standing by to submit their bid when the RKO owner is ready to listen again. How soon that will be hinges on his success in efforts to get the Federal court to extend the deadline from next Nov. 8 the time he has to dispose of RKO's theatre holdings.

of RKO's theatre holdings.

It is believed that the Meyer group has an understanding with Hughes that when the inevitable day comes that he must seil his clicuit stock—as per terms of the consent decree into which he entered with the Dept. of Justice—they will get a preferred wiack at it. There is mutual friendship between Hughes and Meyer and no recrimination by the latter at Hughes' nix

(Continued on page 25)

TV Buying Roach's Oldies But Not New Video Pix

But Not New Video Pix

Unable to get the price he wants for the 12 series of 26-minute TV films he planned, Hai Roach has temporarily shelved them to turn to one-minute spot commercial business. Vet comedy producer is offering his full studio facilities and experience to agencies for the spots and has aiready turned out some for Ovaitine and Chevrolet.

Roach has made a sample film for each of the 12 comedy series he was aiming for the TV market. They cost him about \$10,000 each. He's found, however, that there is not that much coin available yet, aithough he's willing to sell any of the series at cost, on a one-year basis. As a result, he is putting them aside until he feels the market is big enough to support this type product.

Roach's studio on the Coast la sow given ever to rental to a half-

type product.

Roach's studio on the Coast is now given over to rental to a half-dozen or so TV producers. They're far from making it pay for itself, but help him meet the overhead. He is also getting a large measure of income from some 600 features and shorts which he has made over a period of many years. Grace Rosenfield, his salse rep, is getting considerable revenue peddiing them to TV, 35m reissue and 16m.

Howard Hughes is seeking a delay in the divorcement date for RKO because the company, without support of theatre earnings, will show a loss at the end of the year. The dominant stockholder in RKO is said to fear adverse stock repercussions against his production-distribution company at the outset of its solo activities unless it is given more time to overcome redistribution company at the outset of its solo activities unless it is given more time to overcome redistribution company at the outset of its solo activities unless it is given more time to overcome redistribution company at the outset of its own the present year. His move for a postponement from the present Nov. 8 deadline, it is said, has little or no relation to his recent negotiations for the saic of his own theatre stock holdings.

Hughes wants to avoid the declaration of a loss at the close of 1949 because hie is aware that in an uncertain stock market the announcement may have immediate effect in driving down the stock quotes. All profit returns of the company, as well as other majors going it without their theatre wing, will be carefully studied by Wall street and other Interests.

If the deadline is extended past the first of next year, RKO will be able to make its usual consolidated report which merges both distribution and theatre returns. Exhibition end of the company in the first half year has come up with a net of approximately \$1,500,000. In addition, theatre wing took another \$1,500,000 from the sale of its holdings in the Butterfield circuit. After payment of capital gains taxes, the sale price will total over \$1,000,000.

On the other hand, distribution (Continued on page 25)

Can. Nat'l Film Board Sees TV Spurting Film Prod.; Asks Budget Boost

Montreal, Aug. 30.

In a 25,000-word brief before the Royal Commission on Arts and Science last Wednesday (24), the National Film Board In Ottawa intimated it has no fear of the advent of television In Canada. The NFB told the Commission that video programming would call for increased demand for film and that in Canada motion pletures would probably play a still greater part in television, partly because of the difficulty in obtaining live shows and partly because of the lack of relay facilities.

To meet this coming demand, the NFB claims its budget set in 1948 at \$3,000,000 is not enough, and an increase must be made to expand the board's scope and activity, to bring all of its scattered studios into one central building and to increase its staff, which now numbers 540.

The NFB also disclosed that since 1943 it had been supplying both the United Kingdom and the U. S. video outlets with Canadian film. During 1948, 72 Canadian film. During 1948, 73 Canadian film. During 1948, 74 Canadian film. During 1948, 75 Canadian film. During 1948, Montreal, Aug. 30. a 25,000-word brief before

WB's Five Indies

Hollywood, Aug. 30.
Warners will release a minimum of 11 indie films, made by five companies, on its 1949-50 program. Companies currently working on the iot are Bryan Foy Productions, Cagney Productions, Norma Productions, Transatlantic Pictures Corp., and United States Pictures, Inc.

Inc.
Pictures in work or lined up by the indies are: Foy, "After Nightfall" and "The Gold Smuggling Story"; Cagney, "Only the Valiant" and "A Lion Is in the Streets"; Norma, "The Hawk and the Arrow" and "The Naked and the Dead";



Wednesday, August 31, 1949

S7,500 IN PRIZES

1st PRIZE \$500 2nd PRIZE \$350 3rd PRIZE \$250 4th PRIZE \$150 TO THE WINNERS OF THE ALL-AMERICAN

THERE THE NO MATTER
WHAT SIZE OR RUN!

FATHER AND A STORTING BY A STO

HOW DO I ENTER?

Any theatre that plays "FATHER WAS A FULL-BACK" between September 28 — December 4 automatically qualifies for the All-American Premiere and is eligible for the showmanship prizes.

WHAT DO I DO?

Let yourself go! Open up with all of your showmanship ideas! You can put them all to work for this one—and how they'll pay off! Razzle-dazzle your town with your All-American Premiere! Use the special marquee and lobby accessories to glamorize your house! Make your Premiere the high-light of the football season! Local School Bands! Parades! Snake Dance! Cheer Leaders! Town Celebrities! Local Football Heroes! Every town, everywhere, gets the football fever! You don't have to

There's No Business

PRIZES \$ 100 20 PRIZES \$ 75 50 PRIZES \$ 50 50 PRIZES \$ 25 REMIERE CONTEST · SEPT. 28th — DEC. 4th

*

IN THE EVENT OF A TIE, DUPLICATE PRIZES WILL BE AWARDED

be a college town! Tie up with your local high school, elementary school, sandlot or semi-pro football team! Yeah team!!!

HOW DO I DO IT?

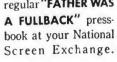
Build your premiere as a salute to your local football hero... Elect the most beautiful campus queen . . . Feature the coach and the coach's wife ... If you have two or more local teams, play up the competitive spirit ... Put the local football schedule on the back of your herald . . . Tie up with your merchants on a "Back the Local Team" promotion campaign! SHOWMAN, TAKE IT FROM THERE! THE SKY'S THE LIMIT AND A BIG PRIZE IS THE REWARD!

HOW DO I WIN?

Send your campaign to 20th Century-Fox, 444 West 56th St., N. Y. C. The distinguished judges will award the prizes for the best and most productive advertising, exploitation and publicity campaign for the picture. Consideration will of course be given to the nature of the run, class of house, location, business produced, etc. Come one! Come all! And may the best Showman win!

GO AFTER THAT PRIZE! Win a record gross for your theatre—and one of those big prizes for yourself! GET GOING!







"Father Was A Fullback" All-American Premiere Contest 20th Century-Fox, 444 West 56th St., N. Y. 19, N. Y.

Rush contest details and football sourenir to:

NAME

THEATRE

ADDRESS

NOTE: It is not necessary to send in this form to qualify. When you book the picture you are automatically eligible.



Susines

FILM REVIEWS

rett '' Somers

It has been too long since James Cagney has splt a bellyful of lead or laced a guy's kisser. Cagney is back in that kind of role, and Warners can now start figuring out the potential grosses. "White Heat" is red-hot boxofflee.

Heat" is red-hot boxofflee.

The tight-lipped scowl, the hunched shoulders that rear themselves for the kill, the gargoyle speech, the belching gunfire of a trigger - happy paranoiac — one with a mother complex, no less—these are the standard and still-popular ingredients that constitute the Cagney of "White Heat." It all strikes a warmly responsive—and nostalgic—chord for those who recall Cagney's "Public Enemy" days. All that is missing is the grapefruit in a dame's physiog, in the Cagney manner, but that may be only because grapefruit is not in season.

The story is not so much the se-

The story is not so much the sequence of holdups and murders that comprise this yarn about a modern-day gangleader, but the credence given it by the performance of, mainly, Cagney, as the leader, and, to a lesser degree, the supporting cast. Cagney holds up a train with such authenticity that parents may well rush home, after viewing the picture, and lock up their kids' Lionels until "White Heat" has played out the neighborhood. When Cagney adds a few extra holes to a guy's belt—with lead slugs—you just know that the latter has fulfilled his contract for the picture.

that the latter has fulfilled his contract for the picture.

"White Heat" specifically is about a killer over whom only his mother can wield any influence. He heads a western gang, with his mother and his double-dealing wife along for company. The romantic triangle, such as it is, is completed by the presence of Cagney's chief lieutenant, who covets Cagney's leadership, and also his wife.

When there looms a ran for a

by the presence of Cagney's leadership, and also his wife.

When there looms a rap for a train-robbery that he's engineered, along with a couple of incidental killings, Cagney gives himself up in another state and "confesses" to a minor crime, for which he gets a short stretch. By this means he is alibled for the former. The Feds, however, are hep to his scheme, and plant a cellmate to gain his confidence and thus circumstantially break down the alibi. There's a jail break and a finale shooting scene between the T-men and the Cagney gang—during the frustrated holdup of a chemical factory payroll—that is in the Cagney tradition. When cornered he pumps lead into a chemical vat—and is blown to bits.

Cagney has an excellent supporting cast. Steve Cochranmakes a good-looking, doublecrossing mobster's aide wnose ambition for the gang leadership, and the leader's wife, ends in a rain of builets. It's a capable performance. Virginia Mayo has little to do except look sexy as the wife. Edmond O'Brien is fine as the undercover agent, and Margaret Wycherly is quictly effective as the mother. John Archer, as another Fed agent, is effective also.

Production is first rate, and Raoul Walsh's direction has kept

Fed agent, is effective also.

Production is first rate, and Raoul Walsh's direction has kept the pace sharp and exciting for the nearly two-hour length.

There are several story flaws to "White Heat," but this is neither the time nor place to be too technical. This Cagney fellow is murder!

Kahn.

Rank Documentary Crew Finishes 6-Mo. Jap Stint Tokyo, Aug. 23.

A three-man British crew de-parted from Japan this week after spending six months here filming a documentary for J. Arthur Rank. Writer Andrew Rice and assistant Writer Andrew Rice and assistant cameraman Roy Layzell headed for London with a large amount of footage for final editing, while cameraman Pete Hennessey is pro-

cameraman rete fremessey is pro-ceeding to Hongkong and New Zealand for new assignments. Pic will be released before end of the year and will play Japan as well as other Empire spots, Rice

Miniature Reviews

"White Heat" (WB), Cag-ney-Mayo gangster thriller due for red-hot boxoffice. "Everybody Does It" (20th). Paul Douglas, Linda Darneli, Celeste Holm in neat spoof of grand opera; hefty grosses. "Chleago Deadline" (Par). Alan Ladd socks over another fast-mover beamed for good grosses.

grosses.

"Border Incident" (Metro).
Action meller about immigration smugglers; good program

tion smugglers; good program support.

"Return of Black Eagle" (Italian). Rossano Brazzi, Irasema Dilian in exciting Italian meller; strong entry for foreign-language spots.

"Across the Rio Grande" (Mono). Standard Jimmle Wakely oatuner for action situations

Everybody Does It

EVERYDORY DOES IL
(SONGS)

Twentleth-Fox release of Nunnally
Johnson production. Stars Faul Douglas,
Linda Darnell, Celeste Holm, Charles Coburn; features Millard Mitchell, Lucile
Watson, John Hoyt, George Tobias, Directed by Edmund Goulding, Screenplay,
Johnson, based on story by James M.
Cain; camera, Joseph La Shelle; editor,
Cain; camera, Joseph La Shelle; editor,
Freviewed N. Y. Aug. 25, 49, Running
time, 98 MINS. Aug. 25, 49, Running on, based on stor, son, based on stor, son, based on stor, son, based on stor, son, based on store the store of the store Angelo
Mr. Murray
Bank Teiler
Hairdresser
Dr. Walker
Cleary
Orderly Orderly
Beliboy
Puliman Porter
Makeup Man
Wardrobe Woman
Secretary

Twentieth-Fox. which has successfully spoofed such American institutions as department stores, baby-sitters, etc., turns its attentions to grand opera in "Everybody Does It"—and with just as fline results. Film. while it lacks the intimate warmth of "Miracle on 34th Street" or "Sitting Pretty," is chockful of yocks, done to a turn by a sock script and the comcdic talents of Paul Douglas, Linda Darnell and Celeste Holm. It looks like a hefty grosser in all situations.

turn by a sock script and the comcdic talents of Paul Douglas. Ladd Linda Darnell and Celeste Holm. It looks like a hefty grosser in all situations.

Douglas and Miss Darnell are teamed for the first time since their highly successful pairing in the recent 'Letter to Three Wives' and do just as good a job on this one. Former plays a rough and tough wereking contractor married to a Park Avenue deb, who drives him crazy with her ambitions to become a concert singer. Miss Darnell is a famous opera soprano with a yen for Douglas, who inadvertently discovers he has a fine baritone and convinces him to concertize himself to stifle his wife's no-talent thrushing. Miss Holm is the wife and pars the other two with an excellent thosping job.

Situations stemming from such an entente are almost obvious and scripter Nunnally Johnson, who also produced, milked them to the limit in his adaptation of a James and entent are almost obvious and scripter Nunnally Johnson, but Johnson has also included some hilarious slapstick, which takes the revered mystery of grand opera and brines it down to the sing sond clean humor, the type that will have the Mets chuckling along with the bops.

Title, of course, refers to the singing and ln Miss Holm's case is traceed back to an hereditary family trait. When she hires a tutor for trilling, ber father immediately warns Douglas to benefilarious slapstick which takes the revered mystery of grand opera and brines it down to the singing and ln Miss Holm's case is traceed back to an hereditary family trait. When she hires a tutor for trilling, ber father immediately warns Douglas to benefilarious slapstick which takes the revered mystery of grand opera and brines it down to the singing and ln Miss Holm's case is traceed back to an hereditary family trait. When she hires a tutor for trilling, ber father immediately warns Douglas to benefilary family trait, when she hires a function outlined by Miss Darnell. He tours with the opera star under a pseudonym and becomes the longhalr Sinatra, With his

ing. Voice-dubbing job on him and Miss Darnell is excellently handled. Latter, besides being beauteous, plays her lines to the hilt and the same goes for Miss Holm. Charles Coburn turns in his usual top character role as the sardonic father who's gone through the same thing himself. Millard Mitchell displays his wry humor as Douglas' business partner and Lucile Watson is fine as Miss Holm's ambitious mother. John Hoyt makes the most of some good lines as Miss Darnell's accompanist and George Tobias is good as her manager.

panist and George Tobias is goo as her manager. Film is mounted on some ep-pensive-looking sets, particularl the opera stage. Joseph La Shelle' camera supervision is capable an Robert Fritch has edited the stor down to a tight 98 minutes. Othe technical credits are on the bean

Chicago Deadline
Hollywood, Aug. 30.
Paramount release of Robert Fellows
Production Stars and Landon and Record Comments of the Comment of th

ans Alan Ladd
Jean D'Ur Donna Reed
June Havoc
Dorset Irene Hervey
y Ditman Arthur Kennedy
Weilman Berry Kroeger
der Harold Vermilyea
Franchot Shepperd Strudwick
ean D'Ur Rosita Jean D'U. Leona Belle Dorset Tommy Ditman Solly Weliman Anstruder Biacky Franchot. Paui Jean D'Ur Howard Berry Kroeger rold Vermilyea perd Strudwick John Beal Tom Powers Gavin Mulr Dave Willock Paul Lees

Alan Ladd Is a hardbolled reporter in "Chicago Deadline," cause enough for audience interest to be concentrated in goodly measure in his movements. Story line isn't always clear-cut, but there's no doubt about film carrying sock action. It's the type of vehicle Ladd's fans best enloy him in, and he acquits himself most satisfactorily.

A girl's body is found in a cheap rooming house, and Ladd, who happens to be on the spot in an adjoining room, sets out to learn about her from the list of names in a notebook he finds in her purse. Quest takes him to high and low alike, to tycoons and toughs, all of whom, some willingly, others unwillingly, offer a piece to the pattern. Murder and violence pace his search, ending with his dueling to the death with heavy.
Narrative is told in series of flashbacks blending with present action. Parade of characters who filter in and out is extensive, and Ladd is called upon to use slug-

flashbacks between action. Parade of characters who filter in and out is extensive, and Ladd is called upon to use slugger methods with some of them, all of which bullds up interest and suspense. Spectator is made to suspense. Spectator is made to feel that extreme danger hangs constantly over Ladd's head as he

feel that extreme danger hangs constantly over Ladd's head as he works out assignment.

Ladd furnishes plenty of drive in his portrayal of the reporter who constantly sticks his neck out coloring character at every turn. Donna Reed, who co-stars with him, in role of femme whose body was found, is never glimpsed in a single scene with him, all her footage unfolding in different flashbacks. She gives an appealing performance. In supporting roles, June Havoc, Arthur Kennedy and Berry Kroeger stand out, with Shepperd Strudwick, Gavin Muir, Irene Hervey and Harold Vermiyea also offering firstclass work.

Film's exteriors were all lensed in Chicago, on actual background of story which Warren Duff scripted from Tiffany Thayer's original. Robert Fellows, as producer, rates salvo, as does Lewis Allen for his megging.

Border Incident

Metro release of Nicholas Nayfack production. Stars Ricardo Montaiban, George Murphy. Directed by Anthony Mann. Screenplay, John C. Higgins; story, Higgins, George Zuckermen; comera. John Alton: editor, Conrad A. Nervig; music, Andre Previn, Tradeshown N. Y., Aug. Palo. Running time. 92 MINS. Montaiban Palo. Running time. 92 MINS. Montaiban Jack Bearnese: Ricardor Murphy Owen Parkson. Heward da Silva Juan Garcia James Mitchell Zopilpte Arnold Moss Cuchilio Alfonao Bedoya Michael Montaiban George Michael Mi

"Border Incident" is a straight hard-action meiler that will serve neatly as b.o. support in secondary situations. Produced on a modest budget, pic wraps a conventional yarn within a semi-documentary casing. Although well-paced, this offering lacks both sufficient credibility and marquee weight to carry in key firstruns.

Film Is handicapped by a screen-play which treats the important

since the Marx Bros. gave it a go-ing-over. His wife, meanwhile, has realized who should wear the pants and all ends well.

With Edmund Goulding directing for the maximum of laughs, who was brought over to the Metro the cast is uniformly good. Just to watch Douglas giving out with the arlas is funny but he follows it through with ultra-smooth act-

Saints and Sinners

Saints and Sinners." Sir Alexander Korda's Lond on Flims production, which is being tradeshown today (Wed.) in New York, was reviewed from London in Variery, July 6, 1947, by Myro who said the "appeal is limited for the U. S. market." Lacking w.k. thespers, reviewer said "the production relies entirely on local ers, reviewer said "the production relies entirely on local characterizations" in a setting of "an Irish village steeped in tradition and superstition." Kierom Moore and Christine Norden head the cast.

Pic is slated to open at the Little Carnegie, N. Y., as the next feature.

breaks out of its formula frame-

breaks out of its formula framework.
Yarn opens strongly with a depiction of the plight of Mexican laborers who annually migrate north for work on U. S. farms. Filmed on location, this section has an authentic quality and impact. When the plot, however, switches to tracking down a ring of border-running racketeers, the film unfortunately takes on the unconvincing flavor of an old-fashioned melodrama.

Story describes the joint efforts

flavor of an old-fashioned melo-drama.

Story describes the joint efforts of the U. S. and Mexican immigra-tion authorities to stop the smug-gling of agricultural workers across the border. Both George Mur-phy, as the U. S. agent, and Ricardo Montalban, as the Mexican count-erpart, enter the ring to smash it from the inside. Murphy, how-ever, is found out and is cruelly murdered under a plowing ma-chine in a scene that harks back to the days when heroines were tied to the railroad tracks with a train bearing down. But Montal-ban finally mows down the gang in a gunfight that takes place in a quicksand swamp from which he is rescued in the nick.

Murphy and Montalban turn in

is rescued in the nick.

Murphy and Montalban turn in effective, hard - hitting performances in a yarn that contains no romantic angles. As the chief heavy, Howard da Silva makes a menacing smoothie. Arnold Moss is firstrate as one of Mexican bandits, while Alfonso Bedoya gives good support as his sidekick. Rest of the cast is okay in stock parts.

Despite coin limitations, produc-tion maintains fine standards in lensing and musical scoring against realistic backgrounds. Running realistic backgrounds. Rulling time could be cut down by tighter Herm.

Return of the Black Eagle (ITALIAN)

Lux Film production and release. Stars Rossano Brazzi, Irasema Dilian. Directed Monicelli and Braccio Agnoletti from Monicelli and Braccio Agnoletti from Alexander Pushkin novel: camera. Rodolfo Lombardi: English titles. Clare Catalano. Previewed in N. Y. Aug. 26, '40, Running time. 113 MINS. Rossano Brazzi Mashia Irasema Dilian Kirila Gino Cervi Mashia Irasema Dilian Kirila Gino Cervi Prince Serge Harry Feist Judge Angelo Calabrese Bandit Prodo Stoppa Irina Rina Morelli

Bandit Paolo Stoppa Irina Rina Morelli (In Italian; English Titles)

"Return of the Black Eagle" is an ambilious Italian screen effort. It was turned out about three years ago but this did not hold back outlay for elaborate production and big scale scenes. This looks like a very strong entry for foreign-language theatres and many arty spots. Its boxoffice possibilities likely could be enhanced by judicious trimming since there is enough extraneous footage to pare this down to 90 minutes. There is a sly attempt to poke finn at the Russo church and paint the landed gentry as baddies, but nothing much comes of either.

The original Alexander Pushkin novel about an officer in the Russian Guards who swears vengeance against a ruthless landowner is developed into a meller of love and duty. Scripters have this Russian officer, Rossano Brazzi, deciding in favor of love and deserting his Black Eagle followers; then rescuing the girl from an unhappy marlage and ietting his arch-enenny, the gal's father, bump himself of in a rumaway wagon accident.

a runaway wagon accident. The producers have had a field

in a rumaway wagon accident. The producers have had a field day making the interior castle scenes elaborate and heavily manned. When the Black Eagle's cohorts ride to his rescue and charge on their horses even on the upper floors of the castle the picture rises to the highest Italian film-company tradition for turning out spectacle. Brazi is depicted as swearing vengeance against the wealthy landowner because of the way he persecuted both his father and his friends while he was away serving in the Russian army. As the Black Eagle, a masked bandit, he loots and robs to the embarrassment of the influential landowner. One stake coach holdup introduces him to Isasema Dilian, daughter of Gino Cervi, his rich adversary.

Brazzi emulates a French tutor to gain entrance to Cervi's castle but his identity ultimately is discov-

his identity ultimately is discovered.

Director Riccardo Freda, who often permits lesser detail to slow up early developments, generally has built a lusty tale, filled with suspense and action. Rodolfo Lombardi has done a magnificent lensing job.

Brazzi, familiar figure on the Italian screen, makes a dashing Guardsman who forsakes his usual duties to ride at the head of his avenging countrymen. In fact, his portrayal, with the switch to the fake French tutor, is one of the finest in months from foreign producers. Miss Dilian makes an intriguing, comely daughter with whom he falls in love. Cervi contributes a stalwart character role as the cruei, rich landowner. The other villain in the piece is Harry Feist as Prince Serge and conniving enemy of Brazzi. Angelo Calabrese heads a large and capable supporting cast. supporting cast.

Across the Rio Grande

Across the Rio Grande
(SONGS)

Monogram release of Louis Gray production Stars Jimmy Wakely; feature
"Cannonball" Jack Control of the Control Cannonball "Canno Sally Blaine Steven Blaine Carson Bardet Sioan Kane Stage Driver Cantina Singer Lewis Gili "Across the Rio Grande" is a

standard Jimmy Wakely oatuner standard Jimmy Wakely oatuner that will prove adequate fodder for most action situations. Film is no gem of originality. On the other hand, a fair amount of shooting, chases and hand-to-hand encounters sprinkled through the footage are surging ingradients that will are surefire ingredients that will satisfy devotees of these outdoor dramas.

oframas.

Oft-used plot revolving around smuggling silver over the Mexican border into the U. S. furnishes the story structure for this one. Investigating the murder of his father, Riley Hill is selzed by the smugglers. With the help of the prisoner's sister, Reno Browne, Wakely and "Cannonball" Taylor free Hill and corral the culprits.

Wakely wields his six-gun and

free Hill and corral the culprits.

Wakely wields his slx-gun and dukes with precision as well as warbling a brace of tunes for good measure. Taylor, as a bumbling correspondence school detective, supplies some slapstick comedy, Miss Browne is pleasantly decorative in the top femme role while the balance of the cast is competent under Oliver Drake's okay direction. Henry Neumann's camerawork is able in this Louis Gray low-budgeter.

Gilb.

Frustration

(SWEDISM)

Film Classics release of Sveriges Folkbiografer production. Directed by Insmar Bergman. Screenplay, Bergmanbased on plan by Martin

One of the Comman Bergman Screenplay and Screen

N. V. Aug. 25, 49, Running time, 80

MINN. Screen Blom Holger Lowensdier
Alice Anna Lindah
Johannes Birger Maily

Lasse Krante

Selly Lasse Krante

Bertil Jan Molander

Pecka Erik Hell

Selma Naemi

(In Swedish; English Titles)

"Frustration" is a slow, murky film with no appeal for the U. S. market. This Swedish import unwinds its tortured tale with arty pretensions in its long closeus and underlighted lensing but the result in soporific. Pie is thrown for its biggest loss here by the English titling which is frequently so badly printed that it is impossible to read.

Yarn concerns the rivalry between a brutal sea captain and his hunchbacked son for the love of a dancehall lady of easy virtue. Triangle is finally resolved when the captain goes mad and the son takes the gal away from her professional pursuits. Film does offer a couple of frank sequences which can be ripped from their context for some sensational lobby displays in the exploitation circuit. But the overall static story and the hamminess of the thesping will depress the customers.

Republic Pacts Armour

Republic Pacts Armour
Reginald Armour, onetime Far
East general manager for RKO,
last week was named Far East
supervisor for Republic Pictures
International Corp.
In the past, Armour has also
served as European general manager for Walt Disney Productions
and more recently was with Columbia Pictures International Corp.

'Joe Young' Slaps at Crix

Chicago, Aug. 30.

New way for an exhibitor to slap back at unfavorable film reviews was unleashed here last week by the RKO Grand, playing RKO's "Mighty Joe Young." In an attention-grabbing, three-column ad, the theatre quoted the worst lines it could find in the Chi critics reviews, which ran to such condemnations as "the most atrocious film I have seen in a decade" and "the film is incredibly bad and technically shoddy." Topping these with a bedd-face line reading. "In spite of the reviews, the crowds still pour in," the ad ran an "open letter" to the critics:

"If you are right, how do you account for the crowds that have visited the RKO Grand the past three weeks? They have bought only one thing—entertainment. That's the primary object of any motion picture. 'Mighty Joe Young' has it. It delivers no message. It is not an artistic triumph. But it does take you out of this hundrum, work-a-day world and entertains you as no other picture has done before. Ninety per cent of all pictures halled by the critics as masterpieces are financial failures—90% that they condemn receive the support of the motion picture public. There must be a reason. The motion picturegoer looks for and buys entertainment above all—not perfection."

SOPEG, SPG Look to Strike Action In N. Y. as Chances for Pacts Fade

maneuvering and pressure tactics. the CIO white-collar unions in the majors' homeoffices are set on majors' homeoffices are set on strike action if negotiations which opened yesterday (Tues.) end in a deadlock once again. Yesterday's session was the final attempt of the Federal conciliation and mediation service to find common ground between the Screen Office & Professional Employees Guild and the major companies. Union execs, however, were not too optimistic over the possible results.

Bargaining between the majors

mistic over the possione results.

Bargaining between the majors and the other white-collar union, Screen Publicists Guild, collapsed at a meeting last week. Both guilds have been battling for a new pact since last September. Following last week's session, SPG called upon the joint strike strategy committee of both unions to prepare steps for an early walkto prepare steps for an early walk-out. SOPEG, however, delayed any overt move until the outcome of its negotiations was definitely decided.

decided.

Major differences blocking a new pact revolve around the guids' demands for a hefty wage hike and tightened security and seniority provisions. The majors to renew the old pact without revisions but the unions have consistently nixed this as an "unsatisfactory counter-offer."

So. Cal.-Arizona Exhibs May Join Nat'l Allied

Los Angeles, Aug. 30.

Los Angeles, Aug. 30.
Independent Theatre Owners of Southern Caiifornia and Arizona may switch its aliegiance to National Allied. Organization is currently affiliated with the Pacific Coast Conference of Independent Theatre Owners. Possibility grew strong this week when Col. H. A. Cole, former Allied president, was guest of honor today (Tues.) at a luncheon of the Coast exhib group. Fred A. Weller, general counsel for the group, has confirmed the fact that the unit is "greatly interested" in joining Allied.

Mpls. Indies Split On **Duals, Competitive Bids**

Duals, Competitive Bids

Minneapolis, Aug. 30.

Ranks of local independent exhibitors are split in consequence of double-featuring and competitive bidding for early availability. Efforts of North Central Allied to curb these developments and restore peace among the neighborhood and suburban theatreowners have gotten nowhere.

Double featuring has reached the stage where, for the first time, the independent of the stage where, for the first time, the independent of the stage where, for the first time, the independent of the stage where, for the first time, the independent of the period force of the independent swarf all the advantage of the independent swarf and independent and indepen

Lesser's Sinclair Deal

Sol Lesser's indie unit. Thalia Productions, which re-cently made a deal with Up-ton Sinciair for rights to all the author's "Lanny Budd" the author's "Lanny Budd" stories, staked claim last week to the titles of 10 of them with the Motion Picture Assn. of America's title registration bureau.

Tags are "World's End," "Dragan's Teeth." "Wide Is the

Tags are "World's End." "Dragon's Teeth," "Wide Is the Gate," "Presidential Agent," "A World to Win," "Dragon Harvest," "Presidential Mission," "One Clear Call," "O Shepherd Speak" and "Between Two Worlds."

Metro Approaches 1-a-Wk. Releasing

Metro's goai to hit a prewar releasing pace of one picture weekly will be reached in November of the current year in a sudden raising of the company's sights. While the plan for hypoed releases has been blueprinted for a number of months, its earlier-than-expected adoption is said to be the first repercussion of the complete divarcement ordered against the company along with 20th-Fox and Warner Bros, last month.

Warner Bros, last month.
M.G strategy was fixed in studio
talks earlier this year staged by
William F. Rodgers, distribution
veepee; Louis B. Mayer, studio
veepee, and Dore Schary, production chief, Understood at that time
the main reason behind the boostthe description of distribution was the main reason behind the boost-ed production and distribution was to increase the profit margin of the sales end of Metro's activities. It was felt that the market was ripe for more product, particularly of top quality, and that M-G should move into the gap.

move into the gap.

Pic-per-week pace, however, was slated to be reached some time during 1950 to prevent dislocation of sales machinery by a sudden tilting of the tempo. The push has been advanced so that distribution will be well grooved for the rush of product when the company goes it alone without its theatre bulwark.

Rodgers is saled.

Rodgers is scheduled to head for

Ranks of local independent exhibitors are split in consequence of double-featuring and competitive bidding for early availability. Etforts of North Central Allied to curb those developments and restore peace among the neighborhood and suburban theatreowners have gotten nowhere.

Double featuring has reached the stage where, for the first time, the independents with bills two or more times a week are hooking up "A" pictures. Their defense is that they're being forced to this policy in self-preservation because of the inroads made on their boxoffices by other neighborhood theatres that have had their clearance reduced from as much as 56 days to as law as 28.

The double-feature exhibitors contend that the early-availability independents want all the advantages. The latter non-dual billers have launched a move to force the double-feature houses to 112 days clearance, or double or more their present availability period.

EL Sued on 'Bess'

Los Angeles, Aug. 30.
Marvin A. Park, author, filed suit for \$75,000 against Eagle Lion, involving the production of "The Adventures of Galiant Bess" in 1948

Park, who wrote "Gailant Bess" for Metro in 1946, declares EL made the subsequent picture with-out his permission.

D. C. Tie Key To Sullivan Boost

Sullivan, exec director of the Theatre Owners of America, to the top spot as TOA president is a growing beilef among big circuit ops that film industry-Government relations in the next couple of years will reach a critical stage. First step in what is considered an almost inevitable promotion for Sullivan took place last week when the Motion Picture Exhibitors of Florida unanimously proposed his election

TOAers note that Sullivan's immediate background is political and mediate background is political and that as former executive director of the National Democratic Committee and a top official in the Postmaster General's office, he has the know-how for presenting exhibition's views to Government politicos. Indicating the current importance of that end of TOA's work, Sullivan has recently been huddling with officials of the Treasury, Justice and Tax departments.

Treasury, Justice and Tax departments.

Influential group mcluding Ted Gamble, TOA board chairman, Robert Coyne, former TOA exec director, and Mitchell Wolfson, director in the group, is reported behind the Sullivan boom. Arthur Lockwood, incumbent president, has definitely decided against runing for another term it is said ning for another term, it is said. Hence, the conviction that Sullivan will be named as prez. 'Old Customer' Angle

Gold Customer' Angle
Biggest development on the horizon, of course, is the possible repercussions of the anti-trust litigation. Since TOA has openly expressed forebodings of the adverse effect that divorcement will have, particularly on the "old customer." the org wants a titular head with standing in the eyes of the D of J which will police the decree. Sulivian is regarded as the strongest bet to take a stand on a multitude of questions which affect exhibitors, on the workings of the decree.

Subject of theatre television is aiso getting hotter by the day, ac-cording to circuit owners. Next year will tell, it is said, whether the Federal Communications Com-

the Federal Communications Commission is going to award channels exclusively for theatre video. Public hearings are likely in the near future and TOA is expected to take an active part in the fight for channel allocations.

Tax problem has been popping up on a number of fronts. For one, the battle is just beginning to lift the 20% admission bite by substituting the previous peacetime rate of 10%. On this poser, both Sullivan and Gamble have been the most active. Sullivan. Sullivan and Gamble nave been the most active. Sullivan, moreover, has been in close huddles on rul-ings to be made on the touchy subject of drive-ins. On this point, it is a question of whether a perear or per-patron tax will be the

car or per-patron tax will be the rule. Pressing overseas problems are also simmering and though exhi-bition is not directly involved, the-atre groups have been on the Gov-ernment scene in a campaign for ernment scene in a campaign for lowered currency barriers, Thought behind exhibition's battle on that score is that healthier foreign rev-enues will spell easier terms on the domestic front. TOA has already domestic front. 10A has africatly joined the Mation Picture Assn. of America in a plea to the U. S. State Dept. for support overseas. It also picked up the cudgels for the majors when the British quota was first imposed.

If Sullivan is boosted to TOA prez, his current job as exec direc-tor will be liquidated.

First Methodist Church, Falfur-rias, Texes, granted permission by R. N. Smith, owner of Pioneer theatre, to hold Sunday morning services in the theatre during the summer.

Big Sept. Sales Push by Majors **Just Another Headache to Bookers**

Paramount will attempt to hit every big city in the U. S. simultaneously in a blanket day-and-date playoff of its big production. "The Heiress" day-and-date playoff of its big production, "The Heiress" when that William Wyler film is released in the fail. Company's sales force will be instructed to line up bookings for the film in "A" houses with the idea of breaking the pic day-and-date throughout the country at one time. In each big city, aim will be for an extended run rather than a fast playoff down-the-line. Simultaneous playoff would follow preem dates at Radio City Music Hall, and a yet undesignated house in Los Angeles.

Tri-Lingual Pix With Swede Stars

Two former Swedish actors have been temporarily reclaimed from Hollywood by their homeland and are currently making a picture in Stockholm. They are Viveca Lindfors, who until recently was under contract to Warner Bros., and Chrisopher Kent, who is on loan from David O. Sclznick. They are appearing in "The Saga of Singoalla," which has just completed shooting and is now being edited. Pic is being made in three versions — English, French and Swedish. English dialog is by American actor Romney Brent, who also plays a principal role. Film, based on the 19th century classic by Viktor Rydberg, was directed by French producer-director Christian-Jacques.

Western Hemisphere rights are owned by Telinvest, Inc., a new film and tele financing group which put up the coin for Louis de Rochemont's "Lost Boundaries." It is headed by Eliot Hyman. Rights were acquired for the outfit by its rep, Emile Lustig, who returned to Stockholm iast week after a brief visit to New York foilowing two months in Europe. Lustig hopes to be back with a finished print of "Singoalla" late next month, at which time major distribution deal will be sought.

Lustig is working now with Terrafilm, the Swedish production out-fit on setting un account out-

will be sought.

Lustig is working now with Terrafilm, the Swedish production outfit, on setting up several more
similar pix. Teinvest, for American rights, puts up the dollars
needed to attract players from Holpared M. Lis hourd to make these

can rights, puts up the dollars, meeded to attract players from Hollywood. It is hoped to make three films a year and by the tri-lingual technique break down language barriers which have limited the Swedish pix market.

While in Europe Lustig reported that he arranged for "Boundaries" to be shown at the Cannes film festival. Although the 10 American pix originally scheduled had already been selected, he said that the invitation was given to "Boundaries" after he had arranged a special screening for the festival committee in Paris. De-Rochemont has also been invited to be a guest at the festival.

Jack Ellis' Takeover

Jack Ellis, former United Artists Jack Ellis, former United Artists district manager, is taking over supervision of the New York metropolitan sector for Motion Picture Sales Corp., the Neil Agnew-Charles Casanave distributing outfit. Ellis will be in complete charge of sales operations in the territory.

Mulitigeally, its will continue

Additionally, he will continue Additionally, the will continue running his own distrib setup, which is handling U. S. rights to Gabriel Paccal's "Pygmalion" and "Major Barbara/" Ellis is head-quartering at the RKO huilding, N. Y.

Reade Starts 5th Drive-In

Reade Starts of Drive-in
With ultimate goal of 27 driveins in mind, Walter Reade Theatrees started construction of its
lifth ozoner. This will be located
at the Eatontown, N. J., traffic
circle on Route No. 35. Chain
last week preemed its Lawrence
drive-in near Trenton and expects
to build coin loars open-airers in to build eight more open-airers in New York and New Jersey before 1950 season gets underway.

aspirin quota because of an un precedented number of sales drive: precedented number of sales drives by major companies, all slated to run concurrently in September. With returns still comin" in, Paramount, Metro, 20th-Fox, Warner Bros., Universal and RKO are already driving for both volume and choice playdates during next month. Consequently, the heat's on for September bookings, and the booker's answering wail is that "the days ar trubber; we just can't strathen enough." es, all slated to

ber, we just can't streethem enough."
Feteing its 25th anniversary, Metro is gunning for at least one playdate in every theatre in the country. Par is out for the same record except it is limited to "Paramount Week," which takes place in September. Twentieth has announced its plans for a September sales drive while U and RKO are in the throes of a push which laps over into the some period. Warners' push started Monday (29).

In every instance, pressure is mounting from the homeoffice to the exchanges. With the salesmen scurrying for dates, same pressure is being applied to the bookers. Their complaint is that "you can't tell one company about another outfit's drive because it just doesn't register." At the same time, the beef goes, the month isn't long enough to take care of every distrib.

Several bookers, as a result of

Several bookers, as a result of the record pressure, are announc-ing to the trade a kidding-in-earn-est proposal that the Motion Pic-ture Assn. of America take over the sales drive field. Central agency should be set up, the plea goes, so that distribs can stake their claim to particular months and keep the field to themselves for that particular period.

CREDITS TRADE PAPERS FOR 20TH SALES HYPO

Twentieth-Fox racked up a record 15,872 feature booking Twentieth-Fox racked up a record 15.872 feature, bookings iast
week in the U. S. and Canada to
launch its four-mouth branch managers' testimonial sales drive,
According to sales veepee Andy W.
According to sales veepee Andy W.
Smith, Jr., every available print of
the company's current four releases is booked solidly for the
first week of the drive. Number
of bookings represents an increase
of 43% over the same week last
year.

of 43% over the same week last year.

With "Come to the Stable" and "I Was a Male War Bride" set for general release over the Labor Day weekend, Smith is sighting a still better mark for the drive's second week. He revealed a 20th feature will be on the screen of at least one first-run house in every resort situation in the country next week. First four films include "Slattery's Hurricane," "You're My Everything," "It Happens Every Spring" and "House of Strangers."

Smith also disclosed last week that 20th has been forced to order a record 500 prints on its upcoming "Father Was a Fullback," attributing the avalanche of bookings to the effectiveness of tradepaper advertising. Recent ads detailed a contest run by 20th among exhibitors for the best ad-publicity campaigns on the pleture, in which 134 prizes totaling \$7.500 will be awarded. Averring that "Fullback" has a good chance of snarling 12 000 bookings before the drive winds Dec. 31. Smith added:

"I believe this is the first time that tradepaper advertising has

bookings before the drive winds Dec. 31. Smith added:
"I believe this is the first time that tradepaper advertising has been so effectively used to disseminate among exhibitors useful information and booking data. Experience has taught me that the quickest and most effective way of contacting exhibitors is through the tradepaper columns. The remarkable reaction to the recent ads on 'Father' emphasizes my contention."

SELLING SEXER IN GB?

With an eye to closing distribu-tion deals in Britain, J. S. Jossey, treasurer of Hygienic Productions, and Charles B. Meade, company's personnel supervisor, sailed for England last week on the Maure-

Projected for United Kingdom Projected for United Kingdom release are Hydenic's sever. "Mom and Ded" and Hallmark Produc-tions' "The Prince of Beace" o'The Lawton Stow"!, Joseph Teturns late next month while Mende's stay will be of indefinite duration.

Jolson Sings Again as good as

Columbia Pictures can extraordinary quotation again and again by the which is taxing the capin which

is at least twice The Jolson Story

-New York Times, August 18th

add nothing to this

It is being repeated

press, and the public,

cities of the theatres

It plays.

Heat Dulls L. A.; 'Rope' Tight \$33,000, 'Lucasta' Not Lively \$23,000, 'Pigeon' Fat 33G, 'Bride' Torrid \$43,000, 2d

Los Angeles, Aug. 30.
Hot weather here continues to hurt firstrun grosses, and five new bills in current frame are failing to boost overall biz pace. Best new-comer is "Rope of Sand," strong \$33,000 in two Paramount theatres. "Great Sinner" is disappointing with mild \$33,000 in three sites, and stays only one day past first week.

welk.

"Johnny Stool Pigeon" is pleasing \$33,000 in five houses, getting \$33,000 in five houses, getting \$3,000 in five houses, getting \$3,000 in the Guild, added to four-house United Artists combo. "Anna Lucasta" is slow \$23,000 in two locations. "Roughshod" shapes light \$18,500 in five situations. "Male War Bride" still is nifty at \$43,000 in four spots in second week but other holdovers are drooping.

Estimates for This Week Beverly Hills, Downtown, Hawail, Hollywood Music Halls (Prin-Cor) (834; 902; 1,106, 512, 512; 55-51)—"Black Magic" (UA) (2d wk). Down to \$22,000. Last week, nice \$35,500.

SAY LINET (SG) (2d wk), \$11,000.

Los Angeles, Hollywood Paramounts (F&M) (3,388, 1,451; 60-\$1-40.

"Rope of Sand" (Par) and at L. A. Paramount only, "Down Dakota Way" (Rep.) Strong '\$33.-000. Last week, "Brimstone" (Rep. and "Post Office Investigator" (Rep.), \$20,500.

Fine Arts (FWC) (679; \$1.20.

\$2.40)—"Red Shoes" (EL) (35th wk). Oke \$4,500. Last week, \$5.200.

Four Star (UA-FWC) (900. 74

\$5,200.

Four Star (UA-FWC) (900; 74\$1)—"Lost Boundaries" (FC) (4th
wk). Near \$5,000. Last week, good

\$6,000. Laurel (Rosener) (890; 85) — "Quartet" (EL) (14th wk). Down to \$3,000. Last week, \$3,900.

Balto Biz Spotty But 'Sinner' Lively \$15,000; 'Touch' Soft at \$9,000

Baltimore, Aug. 30.

Trade along downtown sector is in spotty groove here with moving around of opening days for new er no help. "The Great Sinfaring well at Loew's Century and second round of "It's Great Feeling" is holding steadily at the Stanley. "Mr. Soft Touch" shapes soft at the Town.

Estimates for This Week

Estimates for This Week
Century (Loew's-UA) (3,000; 20-60)—"Great Sinner" (M-G). Leading current parade at nice \$15,000.
Last week, "Black Magic" (UA), fairish \$11,800.
Hippodrome (Rappaport) (2,240:
(Co))—"Make Believe Ballroom" (Co) plus vaude headed by Peggy Lec. Flesh getting credit for most of trade but somewhat disappointing at \$17,000 because off from record-making figure hung up by sing-ord-making figure hung up by sing-

ing at \$17,000 because of from record-making figure hung up by singing star last time here. Possibly here too soon for a repeat. Last week, "Homicide" (WB) plus Dick Contino unit, fine \$16,400.

Keith's (Schanberger) (2,460; 20-60)—"Abbott Costello Meet Kardoff" (U). Opened yesterday (Mon.) after second week of "Home of Prave" (UA) held at \$7.500 kehind strong opener of \$11,200.

Mayfair (Hicks) (980; 20-65)—"Brimstone" (Rep). Mild \$4,300. (Continued on page 24)

Broadway Grosses

Estimated Total Gross
This Week\$658,000 (Based on 18 theatres)

Last Year\$638,000

(Based on 14 theatres).

Laine Boosts 'Oz' Sock \$32,000, Prov.

With Frankie Laine topping stage show, "Wizard of Oz" on reissue is giving Loew's State, a great week. Majestic's "It's a Great Feeling" looks hefty. Also nice is RKO Albee's second week of "Lost Boundaries."

Estimates for This Week
Albee (RKO) (2,200; 44-65) —
"Lost Boundaries" (FC) and "Hold
That Baby" (Mono) (2d wk), Peppy \$14,000 after hitting big \$19,000

in first.

Majestle (Fay) (2.200; 44-65) —
"Great Feeling" (WB) and "Rimfre" (SG). Hefty \$18,000. Last week, "You're My Everything" (20th) and "Skyliner" (20th) \$16,000.

\$16,000.

State (Loew) (3,200; 65-85) —
"Wizard of Oz" (M-G) (reissue) and
Frankie Laine heading stageshow
which includes Artie Dann and
Connie Haines. Socko \$32,000.
Last week, "Black Magic" (UA)
and "Lone Wolf and His Lady"
(UA), \$15,000.

Strand (Silverman) (2,200; 44-65)
—"Great Gatsby" (Par), Second week began Monday (29), First week was nice \$15,000.

Legion Hypoes Philly; Basie-Vaughan Boost Tombstone' Wow 35G

Philadelphia, Aug. 30.

American Legion convention here this week is bringing about 50,000 visitors to town and giving firstruns much-needed hypo. Threatening weather and showers kept the advance guard of Legionnaires glued to midtown district

naires glued to midtown district over weekend.

Biggest moneymaker is "Bad Men of Tombstone" kited by the stage show at Earle featuring Count Basie band and Sarah Vaughan and Illinois Jacquet. "Madame Bovary" looks solid at Aldine. "Outpost in Morocco" looms strong at Stanton, but "Black Magie" is only okay at Boyd.

Estimates for This West.

Estimates for This Week

Boyd.

Estimates for This Week

Aldine (WB) (1,303; 50-99) —
"Madame Bovary" (M-G). Great
\$18,000. Last week. "Pride Vankees" (RKO) and "Tall in Saddle" (RKO) (reissues), mild
\$8,000.

Boyd (WB) (2,360; 50-99)—"Black
Magic" (UA). Okay \$16,000. Last
week. "Great Sinner" (M-G) (3d
wk), fine \$14,000.

Earle (WB) (2,700; 50-99)—"Bad
Men Tombstone" (Mono) with
Count Basie orch, Sarah Vaughan
topping stageshow. Terrif \$35,000.

Last week. "Home of Brave" (UA)
(3d wk), neat \$15,000.

Fox (20th) (2,250; 50-99)—
"Slatterv's Hurricane" (20th) (2d)
wki. Nice \$18,500 after strong
\$28,000 opener.
Goldman (Goldman) (1,200; 50-99)—
"Good Old Summertime" (M-G) (2d wk). Nice \$12,000. Last
week, \$16,000.

Kariton (Goldman) (1,000; 50-99)—
"Great Gatsby" (Par) (5th wk).
Down to \$5,000. Last week, oke
\$6,000.

Massibaum (WB) (4,360; 50-99)—
"Great Feeling" (WB) (3d wk).

\$6,000.

Mastbaum (WB) (4,360; 50-99)—
"Great Feeling" (WB) (3d wk).
Neat \$14,000. Last week, \$18,500.

Stanley (WB) (2,950; 50-99)—
"Scene of Crime" (M-G) (2d wk).
Tame \$12,000 after nice \$18,000 opener.

Tame \$12,000 after nice \$18,000 opener.
Stanton (WB) (1,476; 50-99) —
"Outpost in Morocco" (UA), Solid \$13,000. Last week. "Not Wanted" (FC) (2d wk), \$9,000, 1

'Darling' Stout \$15,000, Buff, 'Everything' 19G

Estimates for This Week

est.

Estimates for This Week

Buffalo (Loew's) (3,500; 40-70)—
"Great Sinner" (M-G) and Broadcast Dr. I. Q. radio show Friday
nights for six weeks. Good \$16,000.
Last week, "Black Magic" (UA) and
"Rose of Yukon" (Rep), \$15,500.

Paramount (Par) (3,400: 40-70)—
"You're My Everything" (20th) and
"Tuna Clipper" (Mono). Big \$19,000. Last week, "Silver Lining"
(WB) (2d wk), fast \$12,000.

Center (Par) (3,400: 40-70)—"Top
'O Morning" (Par). Opens tomorrow (Wed.). Last week, "Movie
Crazy" (Indie) (reissue) and "CMan" (FC), oke \$7,500.

Lafayette (Basil) (3,000; 40-70)—
"Once More, My Darling" (U) and
"Illegal Entry" (U). Strong \$15,500 or close. Last week, "AbbottCostello Meet the Killer" (U) and
"Arctic Manhunt" (U), \$11,500.

Century (20th Cent.) (3,000; 40-70)—
"Savage Splendor" (RKO) and
"Make Mine Laughs" (RKO) Mild
\$8,500. Last week, "Gunga Din"
(RKO) and "Lost Patrol" (RKO)

'Stiff'-Vaude Tall 25G, Cincy; 'Baby' Wham 11G, 'Doolins' Hot at \$10,000

Cincinnati, Aug. 30. Lucky Stiff" this week, is giving Other strong newocmers are upping biz for second straight stanza. Both "Yes Sir, That's My Baby' and "Doolins of Oklahoma" are

Estimates for This Week

Smann.

Estimates for This Week

Albee (RKO) (3.100; 55-94)—
"Lucky Stiff" (UA) plus vaude
topped by Gus Van. Diversified 8act bill the tugger for a whopping
\$25,000. Last week, area preem of
"Roseanna McCoy" (RKO) hypoed
by terrific promotional campaign,
opening day p.a. of Farley Granger
and WLW's "Morning Matinee"
show with Ruth Lyons on week
days, about same at 55-75c scale.
Capitol (RKO) (2,000; 55-75)—
"Madame Bovary" (M-G). Favorable \$9.500. Last week, "Great
Sinner" (M-G) (2d wk), okay \$8,000.
Grand (RKO) (1,400; 55-75)—
"Doolins of Oklahoma" (Col).
Swell \$10.000. Last week, "Not
Wanted" (FC). ditto.
Keith's (City Inv.) (1,542; 55-75)
—"Yes Sir, That's My Baby" (U).
Wham \$11,000. Holds. Last week,
"Lonesome Pine" (Par) (reissue),
\$6,500.

Palace (RKO) (2,100; 55-75)—

\$6,500.

Palace (RKO) (2,100; 55-75)—
"It's Great Feeling" (WB) and
"Arctic Manhunt" (U). Nice \$12,000. Last week, "Black Magic"
(UA) and "This Is New York" (UA),

Young' Rousing \$15,000, Port.; 'Number' Fast 14G

Portland, Ore., Aug. 30.
Biz is up at firstruns this week.
Cool weather, no legit shows and
good product are the reasons. "Any
Number Can Play" and "Mighty
Joe Young" are both scoring.

Fetimeter for This Wook

Joe Young" are both scoring.

Estimates for This Week
Broadway (Parker) (1,832; 50-85)

"Any Number Play" (M-G) and
"Some Of Best" (M-G). Scorching
\$14,000. Last week, "Wizard of
Oz" (M-G) (reissue) and "The
Castaway" (Rep) (2d wk), okay \$6,500.

Castaway" (Rep) (20 %6), 50-85)—500.

Mayfair (Parker) (1.500; 50-85)—700.

"One False Step" (U) and "One Woman's Story" (U). Mild \$4.300.

Last week, "Big Cat" (EL) and "In This Corner" (EL), so-so-se-so-oo-

\$5,000.

Oriental (H-E) (2,000; 50-85) —

Mighty Joe Young" (RKO) and

"Make Mine Laughs" (RKO), day
date with Paramount. Fine \$4,500.

Last week, "Anna Lucasta" (Col)
and "Judge Steps Out" (RKO),
e4 800.

\$4,800. Orpheum (H-E) (1,750; 50-85)—"Massacre River" (Mono) and "Sky Dragon" (Mono). Slim \$6,500. Last week, "Dumbo" (RKO) and "Saludos Amigos" (RKO) (reissues), \$6,700.

\$6,700.

Paramount (H-E) (3,400; 50-85)—
Paramount (H-E) (3,400; 50-85)—
Mighty Joe Young' (RKO) and
"Make Mine Laughs" (RKO), also
Oriental. Big \$10,500 or near. Last
week, "Anna Lucasta" (Col) and
"Judge Steps Out" (RKO), \$10,000.

United Artists (Parker) (395; 5085)— "Good Old Summertime"
(M-G) (2d wk). Fine \$8,500. Last
week, terrific \$10,500.

'Promise'-Vaude Rosy \$25,500 in Hub Despite Slow Pace; 'Sinner' Oke 316

Key City Grosses

Estimated Total Gross
This Week ... \$2,731,000
(Based on 24 cities, 199
theatres, chiefly first runs, including N. Y.).
Total Gross Same Week
Last Year ... \$2,404,000
(Based on 22 cities and 201
theatres.)

'Red Pony' Fast \$13,000 in Mpls.

Minneapolis, Aug. 30.

This is State Fair Week here and the big exposition probably will draw a million customers, but, as usual, it's stacking up as opposition to film houses. Nevertheless, Radio City, with the second stage show in little more than a month, looks en route to a huge take with "Africa Screams." Stage lineup includes Bob Crosby, Three Stooges and Ted Weems band. Strongest major newcomer at straight-film houses is "The Red Pony." big at State.

Estimates for This Week
Century (Par) (1.600; 50-70)—"Movie Crazy" (Indie) (reissue). This Harold Lloyd oldie is only fair \$5,000. Last week. "One Woman's Story" (U), \$6,000.

Lyric (Par) (1,000; 50-70)—"One Fales Step" (U). Okay \$6,000. Last week, "Lonesome Pine" (Par) and "Geronimo" (Par) (reissues), mild \$4,500.

Radio City (Par) (4,000; 50-85)—

"Geronimo" (Par) (reissues), miu \$4,500.

Radio City (Par) (4,000; 50-85)—
"Africa Screams" (UA) and Ted weems orch, Bob Crosby, 3 Stooges, Penny Edwards topping stageshow. Stage array packing 'em in. Smash \$35,000 looms. Lawkeek, "Any Number Play" (M-G) (50-70), good \$16,000.

RKO-Orpheum (RKO) (2,800; 50-70)—"Mr. Soft Touch" (Col). Fair \$9,500. Last week, "Anna Lucasta" (Col). \$10,500.

RKO-Pan (RKO) (1,600; 50-70)—"Anna Lucasta" (Col). m.o.). Tepid

RKO-Pan (RKO) (1,600; 50-70)—
"Anna Lucasta" (Col) (mo.). Tepid
\$5,000. Last week, "Illegal Entry"
(U), fair \$7,500.

State (Par) (2,300; 50-70)—"Red
Pony" (Rep). Big \$13,000 or near.
Last week, "Great Gatsby" (Par)
(2d wk), \$4,500 for 4 days.
World (Mann) (400; 50-70)—
"Mourning Becomes Electra"
(RKO) (2d run). Good \$4,000 and
holding. Last week, "Silver
Lining" (WB) (3d wk), \$2,500.

'My Baby' Leads L'ville, At Hefty \$14,000; 'Pass' Solid 7G, 'Lucasta' 12G

Louisville, Aug. 30.

Newcomers on downtown screens re drawing the customers back to film houses this week. Biz pickup standout at the Rialto where "Yes Sir, That's My Baby" is copping big trade. State's "Anna Lucasta" also is drawing well. Roy Rogers plc "Susanna Pass" at Strand is sock fare for that house.

Estimates for This Week

Mary Anderson (People's) 11,400: 45-65)-"It's Great Feeling" (WB) (2d wk). Measuring up for neat \$7,-

000 after last week's sock \$11,000.

National (Standard) (2,400; 50-85)—"Mr. Big" (U) and "Easy 85)—"Mr. Big" (U) and "Easy Come, Easy Go" (Par) reissues) plus seven-act vaude bill on stage. Satisfactory \$8,000. Last week, "Give Out, Sisters" (U) and "Ladies Man" (Par) (reissues) plus

"Give Out, Sisters" (U) and "Ladies Man" (Part treissues) plus seven vaude acts, brisk \$8,500.

Riaito (Fourth Avenue) (3,000; 45-65)—"Yes Sir, That's My Baby" (U) and "Incident" (Mono) Pulling hefty \$14,000. Last week, "Roseanna McCoy" (RKO) hypoed by p.a. of stars and week-long on stage appearance of WHAS disk jorkeys and hillbilly talent, justy \$19,000.

State (Loew's) (3,000; 45-65)—"Anna Lucasta" (Col) and "Big Jack" (M-G). Okay \$12,000. Last week, "Black Magic" (UA) and "Law of Barbary Coast" (Col), \$11,000.

O00.

Strand (FA) (1,000; 45-65)—
"Susanna Pass" (Rep) and "Hellander" (Rep). Top Western fare grabhing fine \$7,000. Last Week, "Commandos at Dawn" (Coll reissues, "Green Promise" (RKO) and "Destroyer" (Col) (reissues, "Green Promise" (RKO) and "Destroyer" (Col) (1,00); 16-65)—
Brandeis (RKO) (1,500; 16-65)—
Brandeis (RKO) (1,500; 16-65)—
Brandeis (RKO) (1,500; 16-65)—
Tribe" (Col) (2d wk). Fine \$7,500.
Last week, \$9,000.

Biz is holding up okay around town this stanza with vaude plus "Green Promise" at RKO Boston still leading the pack by a comfortable margin. Two newcomers, "Great Sinner" at State and or pheum, and "Great Gatsby" at Met

Astor (Jaycox) (1,200; 40.85)...
"Lost Boundaries" (FC) (7th wk),
Okay \$4,000 after \$4.800 last week.
"Roseanna McCoy" (RKO) opens
tomorrow (Wed.).

Boston (RKO) (3,200; 55.85)...
"Green Promise" (RKO) plus
aude. Nifty \$25,500. Last week,
"Kazan" (Col) and vaude, \$26,000,
Eanway (NET) (1.373: 40.85)...

Fenway (NET) (1,373; 40-85)-"Great Feeling" (WB) and "Flaming Fury" (Rep) (2d wk). Mild \$4,000 after fair \$5,500 for first.

000 after fair \$5,500 for first.

Mayflower (ATC) (700; 40-85)—
"Not Wanted" (FC) (5th wk). Down
to \$2,000 after \$2,500 for fourth
round.

Memorial (RKO) (3,000: 40-85)—
"Slattery's Hurricane" (20th) and
"Woman Hater" (20th) (2d wk). Not
bad \$17,000 after nice \$19,500 for
first.

Metropolitan (NET) (4,367; 40-85)
"Great Gatsby" (Par) and "Sky

Metropolitan (NET) (4,367; 40-85)
—"Great Gatsby" (Par) and "Sky
Liner" (SG). Okay \$20,000. Last
week, "You're My Everything" and
"House Across Street" (WB) '2d
wk-5 days), fair \$14,700. Orpheum (Loew) '3,000; 40-85)—
"Great Sinner" (M-G) and "Devil's
Henchmam" (Indie). Okay \$19,000.
Last week, "Black Magic" (UA) and
"Daring Caballero" (Col), \$14,800.
Paramount (NET) (1,700; 40-85)—
"It's a Great Feeling" '40-85)—
"It's a Great Feeling" (WB) and
"Flaming Fury" (Rep) '2d wk), Fair
\$9,000 after about average \$12,500
for first.

State (Loew) (3,500; 40-85)—
"Great Sinner" (M-G) and "Devil's
Henchmam" (Indie). Nice \$12,000.
Last week, "Black Magic" (UA) and
"Daring Caballero" (Col), \$10,000.

'FAN' BREEZY \$14,000, MONT'L; 'COLO.' \$12,000

Montreal, Aug. 30.

Business throughout sum mer months here, in spite of unfavorable weather, is running about same as in 1948. Break in heat is spelling fine biz this week. "He Fan" looks fast at Palace while "Colorado Territory" is doing nicely at Princess.

Estimates for This Week

Estimates for This Week
Loew's (C. T.) (2,855; 40-65)—
"You're My Everything" (20th) (2d wk). Off to \$13,000 after smash opening at \$22,000.
Capitol (C. T.) (2,412; 34-60)—
"Lust for Gold" (Col) (2d wk). Down to slim \$9,000 following nice \$14,000 opener.

Palace (C. T.) (2,625; 34-60)—
"The Fan" (20th), Fast \$14,000.
Last week, "Girl Jones Beach" (WB) (2d wk), \$10,000.

Princess (C. T.) (2,131; 34-60)—
"Colorado Territory" (WB). Solid \$12,000. Last week, "Stratton Story" (M-G) (2d wk), fine \$10,000.

Orpheum (C. T.) (1,000; 34-60)—
"Black Magic" (UA) (2d wk) and Lone Wolf Lady" (UA) (2d wk).
Off to \$5,000 after sock opener at \$10,000.

'Feeling' Fine \$12,000, Omaha; 'Pine' Hot 136

Omaha, Aug. 30.

Omaha, Aug. 30.

Although "Great Feeling" at Paramount will do top biz for new pictures, two oldies, "Lonesome Pine and "Geronimo" are out ahead with smash session at Orpheum. These two reissues are playing heir third date at Orpheum ab big as ever. "Good Old Summertime" in second week at State still is big.

Estimates for This Week

Orpheum (Tristates) (3,000; 16-65)—"Lonesome Pine" (Par) and "Geronimo" (Par) ire is su est grosses of year despite being olders, Last week, "Lost Boundarie; (FC) and "Leave To Henry" (Mono), \$12,000. Last week, "Girl Jones Beach" (WB), \$11,500. State (Goldberg) (865; 16-65)—"Good Old Summertime" (M-G). Smash \$7,000, and holding, Last week, "Commandos at Dawn" (cd) and "Destroyer" (Coi) (reissuel, \$6,000.

'Jolson' Sings Sensational \$49,000, Chi: 'Morning'-Alan Young-Stage Great 70G, 'Magic'-Prima Big 50G

Chicago, Aug. 30.

Headed by sensational bir that

*Jolson Sings Again' is rolling up
at the Woods, Chi grosses continue
on the same upped level exhibited in
recent weeks. Jolson uic has
broken every attendance record at
this house and all-time gross record
at \$44,000. Pic is getting \$1.25 for
sturday and Sunday nights. Theatre operates around clock with 98
rent admission before 6 p.m.
Samewhat overshadowed is the
great bir being done at the Chicago
with "Top O' The Morning" and
Alan Young. Liberace, and the
Liberace, and the
Liberace, and the
Liberace, and the
Lind Bros. onstage. Looks nearly
\$70,000. "Black Magic" at the
oriental plus Louis Prima band
onstage shapes big \$50,000. "Mad
ome Bovary" at United Artists appears only fair with \$14,000. Other
newcomers loom mild to thin.
"Great Gatsby" appears leader
of second weekers with \$19,000 for
Sital-Lake. Of the longruns.
"Mighty Joe Young" at Grand ends
four-week stint with neat \$10,000.

Estimates for This Week

wighter than the state of the s

86,000.

Grand (RKO) (1,500; 50-98)—

Mighty Joe Young" (RKO) (4th
wk). Holding fairly steary at \$10,00. Last week, \$12,000.

Oriental (Essaness) (3,400; 50-98)

"Black Magic" (UA) aided by
Louis Prima orch. Big \$50,000 or
hear. Last week, "You're My
Everything" (20th) with 'George
Jessel personal (3d wk), \$41,000.

Palene (RKO) (2,500; 50,09)

Palace (RKO) (2,500: 50-98)—
"Abbott-Costello Meet the Killer"
(U and "Leave To Henry" (Mono)
2d wk). Bright \$13,000. Last
week, \$18,000.

week, \$18,000.

Rialto (Indie) (1,700; 50-98)—

Miracle of Life" (indie) (4th wkv.)

Nifty \$10,000. Last week, \$11,500.

Roosevelt (B&K) (1,700; 50-98)—

"Manhandled" (Par) and "Big Cat"

(EL). Minor \$\$10,000. Lest week,

"Yes Sir, That's My Baby." (U)

12d wk), big \$16,000.

Selwyn (Shubert) (1,000; \$1.20-\$2.40)—"Red Shoes" (EL) (36th kk. Still ne at \$6,000. Last week, \$6.300.

State-Lake (B&K) (2,700: 50-98) "Great Gatsby" (Par) (2d wk) ancy \$19,000. Last week, \$29,000

United Artists (B&K) (1,700; 50-80 — "Madame Bovary" (M-G) Moderate \$14,000. Last week. "Seene of Crime" (M-G) (2d wk', \$16,000.

Woods (Essaness) (1,073; 98-8; 125:--"Jolson Sings Again" (Col.). Sensational \$49,000 seen for mid-fest preem, all-time high here. Last week. "Champion" (UA) (6th wk). \$12,000.

BALL GAMES HIT CLEVE.

B.O.; 'GATSBY' \$18,000

Cleveland, Aug. 30.

Home baseball games of Cleveland Indians cut deeply into weekend biz at key houses. "Great Gatseby," week's leader, is mild \$18,000 at State. Just ordinary takes are being caught by "Mr. Soft Touch at Hipp, and Palace's "Dumbo" "Saludos Amigos" oldie combo.

Estimates for This Week

Allen (Warners) (3,000; 55-70)

Littinates for This week
Allen (Warners) (3,000; 55-70)—
"Stampede" (Mono). Oke \$9,000.
Last week, "Yes Sir, That's Aly
Ba\w", (U) satisfying \$10,500.
Equire (Community) (704; 55-70)—
"Lost Boundaries" (FC) (6th wk'.
Excellent \$8,000 after \$8,500 last
week.

Excellent \$8,000 after \$8,500 last week, week, Hipp (Warners) (3,700; 55-70)—Wir. Soft Touch" (Col). Average \$15,500. Last week, "You're My Everything" (20th), ditto. Place (RKO) (3,300; 55-70)—Saludos Amigos" (RKO) and "Dumbo" (RKO) (reissues). Thin \$13,500. Last week, "One Last Fling" (WB) plus vaude unit, profitable \$24,000.

State (Loew's) (3,400; 55-70)—Great Catsby" (Par). Modest \$18-00. Last week, "Great Sinner" (M-G), \$15,500.

Stillman (Loew's) (2,700; 55-70)—Black Magic" (UA) (2d wk). Dropped unexpectedly to \$7,000 after excellent \$13,500 for last week,

Estimates Are Net

Film gross estimates as reported herewith from the various key cities, are net, i.e., without the 20% tax. Distributors share on net take, when playing percentage, hence the estimated figures are net income.

come.

The parenthetic admission prices, however, as indicated, include the U. S. amusement tax.

'Step'-Vaude Hep \$27,000 in St. Loo

well among straight-filmers.

Estimates for This Week
Ambassador (F&M) (3,000; 50-75)

"You're My Everything" (20th)
and "Great Gatsby" (Par) (mo.).
Oke \$10,000. Last week, "You're
My Everything" (20th) and "One
Last Fling" (WB), nice \$14,000.

Fox (F&M) (5,000; 60-75)—"One
False Step" (U) and vaude. Big
\$27,000. Last week, "Canadian
Pacific" (20th) and vaude, great
\$32,000.

Leew's (Loosy) (3,172, 50-75)

Leew's (Loosy) (3,172, 50-75)

Pacine (20th) and vaude, great 32.000.
Loew's (Loew) (3.172; 50-75)—
Great Sinner" (M-G) and "Big Jack" (M-G). Fine \$19,000. Last week. "Black Magie" (UA) and "Jungle Jim" (Col), \$14,000.
Missouri (F&M) (3,500; 50-75)—
Great Feeling" (WB) and "House Across Street" (WB). Solid \$14,000. Last week. "Great Gatsby" (Par) and "Bride Vengeance" (Par) (2d wk), \$8,000.
St. Louis (F&M) (4,000; 50-75)—
Once More, My Darling" (U) and "Air Hostess" (Col). Trim \$12,000. Last week. "Calamity Jane" (U) and "Illegal Entry" (U), \$10,500.

D.C. Continues Strong; 'Young' Robust \$15,000, 'Lucasta' Okay \$18,000

Lucasta' Okay \$18,000

Washington, Aug. 30.

Despite return of hot weather and absence of many government workers away on vacation this month, leading houses are doing a flourishing biz. Tenth annual "Going Native" revue, onstage, with "Secret Garden." is doing well at Capitol. "Madame Bovary" at Palace is not smash in 11 days, but "Mighty Joe Young" at Keith's looms big.

Estimates for This Week Capitol (Loew's) (2,434; 44-85)—
Secret Garden" (M-G) plus vaude. Drawing power of "Going Native" revue of local talent promises satisfactory \$25,000. Last week, "Sand" (20th) with vaude, picked up after slow start to better than expected \$21,000.

Dupont (435; 50-85)—"Don Quix-

\$21,000.

Dupont (435; 50-85)—"Don Quixote" (Indie) (2d wk). Looks to keep near sensational \$5,420 of first

near sensational \$5,3420 of first week.
Keith's (RKO) (1,939; 44-80)—
"Mighty Joe Young" (RKO). Socko \$15,000. Last week, "Blue Lagoon"
(U). hot \$16,500.
Metropolitan (WB) (1,163; 44-80)—
"Cover Girl" (Col) and "Never Lovelier" (Col) reissues). Fancy \$8,000. Last week, "Doolins of Oklahoma" (Col), \$9,000.
Palace (Loew's) (2,370; 44-74)—
"Madame Bovary" (M-G). Okay \$36,000 in 11 days. Moves out Thursday (1) for "Come to Stable" (201b).

(20th), Playhouse (Lopert) (432; 50-85)— 'Girl in Palnting" (U). Better than average \$6,250. Last week, "One Woman's Story" (U) (3d wk). \$3,-530

Warner (WB) (2,164; 44-74)— "Anna Lucasta" (Col). Just okay \$18,000. Last week, "It's Great Feeling" (WB), \$18,500 but below

hopes. Lux (T-L) (654; 44-80)—
Trans-Lux (T-L) (654; 44-80)—
"Hone of Brave" (UA) (4th wk).
Fair \$4,000 for last 4 days after unexpected drop last week to \$5,000.

'Gatsby' Not Great 10G, Indpls.; 'Feeling' \$11,000

in most spots. But "Hold That Baby," sparked by Roy Acuff in return of stage policy to Lyric, is piling up hefty gross to lead town. "It's Great Feeling," at Circle, is tops among straight filmers. Estimates for This Week

Estimates for This Week

Estimates for This Week
Circle (Gamble-Dolle) (2,800; 44-65)—"It's Great Feeing" (WB) and "Palooka Counter Punch" (Mono). Oke \$11,000. Last week, "Roseanna McCoy" (RKO) and "Follow Me Quietly" (RKO), sock \$15,000. Indiana (G-D) (3,300; 44-65)—"Great Gatsby" (Par) and "Rustlers" (RKO). Mild \$10,000. Last week. "Yes Sir, That's My Baby" (U-I) and "Sky Dragon" (Mono), dandy \$13,000.
Loew's (Loew's) (2,427; 44-65)—"Great Sinner" 44-G1 and "Law of Barbary Coast" (M-G). Tepid \$9,000. Last week. "Black Magic" (UA) and "Kazan" (Col), \$8,000. Lyric (G-D) (1,600; 50-85)—"Hold That Baby" (Mono) with Roy Acuff show onstage. Great \$18,000. Last week, "Gunga Din" (RKO) and "Lost Patrol" (RKO) treissues), fair \$6,500 in 8 days at 44-65c scale.

'Touch' Okay In Det. at \$14,000

Detroit, Aug. 30.
Holdovers shape strongest this week. "Soit Touch" looks okay at Palms but "Calamity Jane" will be mild at Adams. "Great Feeling" and "Lost Boundaries" are the ace holdovers.

mild at Adams. "Great Feeling" and "Lost Boundaries" are the ace holdovers.

Estimates for This Week Fox (Fox-Mich) (5,000; 70-95)—"Lost Boundaries" (FC) (2d week). Swell \$33,000. Last week, \$44,000. Michigan (United Detroit) (4,000; 70-95)—"Great Feeling" (WB) and "Alimony" (EL) (2d wk). Big \$24-000. Last week, \$30,000. Palms (UD) (2,900; 70-95)—"Mr. Soft Touch" (Col) and "Lost Tribe" (Rep). Oke \$14,000. Last week, "Mighty Joe Young" (RKO) (2d wk), great \$11,000. United Artists (UD) (2,000; 70-95)—"Black Magic" (UA) and "Gay Aniigo" (Mono) (2d wk). Trim \$14,000. Last week, \$18,000. Madison (UD) (1,800; 70-95)—"Mighty Joe Young" (RKO) and "Miranda" (EL) (transferred from Palms.) Fine \$9,000 for this week downtown. Last week, "Can't Take It With You" (Col) and "Mir. Smith to Washington" (Col) (reissues) \$6,000. Adams (Balaban) (1,700; 70-95)

to Washington" (Col) (reissues) \$6,000.
Adams (Balaban) (1,700; 70-95)
—"Calamity Jane" (U) and "Seal Island" (RKO). Mild \$7,000. Last week, "Any Number Play" (M-G) and "Pack Up Troubles" (M-G) (3d wk), \$6,000.

Downtown (Balaban) (2,900; 70-95)—"Jolmny Stool Pigeon" (U) (2d wk). Fading to \$6,000. Last week, \$7,500.

6 New Bills Help B'way; 'Male Bride' Plus Haley P.A. Smash 118G, 'Sword' Sock 50G, 'Bovary'-David Rose 78G

Six new bills launched during he past week will give Broadway picture houses a lift this session despite a return of hot weather. Rain early Monday (29) morning cooled things off, but the damage was done because of the heat on the weekend, nearly all first-runs reporting a dip these days. This is leaving Broadway business with an uneven appearance currently. Many deluxers look for something of a windfall starting tomorrow (Thurs.) because thousands of Legion delegates will be stopping off in N. Y. on their way home from the national American Legion convention in Philadelphia. This may overcome usual Friday lag as New Yorkers start exiting on the Labor Day weekend and thousands of visitors pour into the eity. Ace newcomer is "I Was Male War Bride" at the Roxy, with "Sword in Desert" a strong second at the Criterion. Former, with Jack Haley topping stageshow, is soaring to a smash \$118,000, or nearit, on first week. "Sword" is racking up a socko \$50,000, or a bit under, at Criterion.

Also big is "Madame Bovary plus David Rose band, Eileen Barton and Jay Marshall onstage, with \$7,000. Supplied of "Duck Soup" and "Alimal Crackers" is great \$17,000 in small Gotham. Palace continues recent pace, doing fine \$22,000 with "Red Stallion in Rockies" and vaude. "Frustration." foreign-made, is hitting lofty \$11,500 at Rallot, sax week, "Arretic Manhunt Carackers" is great \$17,000 in small Gotham. Palace continues recent pace, doing fine \$22,000 with "Red Stallion in Rockies" and vaude. "Frustration." foreign-made, is hitting lofty \$11,500 at Rallot, sax week, "Arretic Manhunt Carackers" is great \$17,000 in small Gotham. Palace continues recent pace, doing fine \$22,000 with "Red Stallion in Rockies" and vaude. "Frustration." foreign-made, is hitting lofty \$11,500 at Rallot, sax week. "Rope of Sand" and Tex Beneke orch, Vic Da Surandor and Tex

hitting lofty \$11.500 at Rialto, sexy theatre front critical paying off despite crix barks.

"Jolson Sings Again" continues way up in the clouds on second State week albeit down sharply from initial stanza with \$74,000 or thereabouts. First week hit \$93,000, all-time record at State.

Fourth week of "Good Old Summertime," with stageshow, at Music Hall also is off considerably from pace of first three weeks. Current week's \$124,000 still is hefty coin, pic holding a fifth through Labor Day.

Strand reopens Friday (2) with stagefilm policy after week's shutstagefilm policy after week's shut-

Strand reopens stagefilm policy after week's snu-down for facelift. "White Heat." latest James Cagney starrer, and varier Cugat band and Latin-comprise opening after week's shut-ft. "White Heat," American revue comprise opening bill.

Astor (City Inv.) (1,300; 60-81.50)

"Lost Boundaries" (FC) (9th wk).
Still in chips at \$16,500 after fancy
\$19,000 last session. Stays on.
Bijou (City Inv.) (589; \$1,20-\$2.40)

"Red Shoes" (EL) (45th wk). Off
a bit with the rest of the Street at
\$9,500 after big \$10,600 44th week.
Continues on indef

59,300 arter big \$10,000 44th week. Continues on indef. Capitol (Loew's) (4,820; 80-\$1.50) —"Madame Bovary" (M-G), with David Rose orch, Elleen Barton, Jay Marshall heading stage bill Getting big \$78,000 or near. Holds.

plus Tommy Tucker orch. Golden Gate Quartet, others (2d wk), \$49,000.

Criterion (Moss) (1,700; 50-\$1,75)

"Sword in Desert" (U) (2d wk). First week soared to smash \$50,000 or close, one of better grosses here. Generally favorable crix reaction helping. In view of current scale and conditions, this compares well with house high held by "Brute Force," another U film. Last week, "Mighty Joe Young" (RKO) (3d wk-10½ days), big \$15,000.

Globe (Brandt) (1,500; 50-\$1.20)

—"Siren of Atlantis" (UA) (2d-final wk). Down to slim \$10,000 after mild \$13,500 opener. "Crooked Way" (UA) opens Saturday (3). Gotham (Brandt) (900; 44-99)

"Duck Soup" (Par) and "Aulmal Crackers" (Par) trelssues). Playing to capacity most of time first four days, and looks great \$17,000; holds. Last week, "Special Agent" (Par), \$7,000.

Mayfair (Brandt) (1,736; 50-\$1,20)

—"Too Late for Tears" (UA) (3d-final wk). Down to dim \$10,500 after thin \$14,000 for second. "Kid From Cleveland" (Rep) opens Saturday (3).

Palace (RKO) (1,700; 55-\$1,20)

—"Red Stallion in Rockles" (EL) with vaude. Fine \$22,000, or close to it. Last week, "Arctic Manhunt" (U) and vaude, \$22,500.

Paramount (Par) (3,664; 55-\$1,50)

—"Top O' the Morning" (Par) plus Carmen Cavleth ending stageshow (4th wk), held well at \$65,000 after solid \$76,000 for third stanza.

Park Avenue (U) (583; \$1,20-\$1,200 after \$8,700 in previous week. Continues indef.

Radio City Musie Hall (Rockefellers) (5,945; 80-\$2,40)—"Good Old Summertime" (M-C) and stageshow (4th wk). Sill in big coin at \$124-000 after strong \$142,000 for third session. Continues into fifth week, aking it through Labor Day.

Rialto (Mage) (594; 44-98)

Frustration" (FC. Eyes big \$11,-500. Holds. Last week, "Body Snatcher" (RKO) (reissues) and 19,000. Criterion (Moss) (1,700; 50-\$1.75) "Sword in Desert" (U) (2d wk).

Rialto (Mage) (594; 44-98)—
"Frustration" (PC). Eyes big \$11,"South of the control of the cont

\$7,000.

Rivoli (UAT-Par) (2,092; 80-\$1.25)

"Come to Stable" (20th) (5th wk).

Still doing nicely at \$22,500 but
dip from hefty \$24,500 of last week,
which was below expectancy. Stays

Still doing nicely at \$22,500 bit dip from hefty \$24,500 of last week, which was below expectancy. Stays on.

Roxy (20th) (5,836; 80-\$1.50)—"I Was Male War Bride" (20th) plus Jack Haley, Martha Siewart, Maxellos, new iceshow. Initial frame looks to hit smash \$118,000 or near, best here in many weeks. Doing five shows daily first three days. Holding. Last week, "Slattery's Hurrlcane" (20th) with Evelyn Knight, Sid Caesar, others onstage (2d wk), mid \$62,000.

State (1,0ew's) (3,450; 50-\$1.80)—"Joison Sings Again" (Col) (3d wk). Initial holdover stanza slipped considerably from record-breaking first week, being hurt by offish weekend like many other houses. However, still way up in clouds at huge \$74,000. First round went to \$93,000, bit below hopes but far above previous all-time high at house.

'Strand (WB) (2,756; 50-\$1.25)—Shuttered for facelift prior to reopening next Friday (2) with resumption of stage-film policy. "White Heat" (WB) and Xavier Cugat oreh and Latin-American revue onstage reopen spot. Had used straight film policy for about six weeks with indifferent results.

Sutton (R & B) (561; 70-\$1.20)—"Quartet" (EL) (23d with \$7,600 after sturdy \$8,000 last frame. "Fallen idol" (SRO), due in next, not set for opening date thus far.

Victoria (City Inu.) (1,060; 95-\$1.50)—"The Window" (RKO) (4th wk). Feeling current general downbeat with okay \$14,000 after nice \$16,000 last week. May not hold much past Labor Day week although nothing set to follow, "Christopher C o l um bu s" (U) booked to open Oct. 12 but not before.

Directs Parks Indie

Directs Parks Indie
Hollywood, Aug. 30.
Joseph Lewis has been signed
to direct "Stakeout," first Larry
Parks indle starrer being prepped
to roll this fall.
Parks and Louis Mandell head
firm. Story is by Anthony Mane
and Proness Rosenwalt.

Pitt Biz Sloughed by Heat; 'Sinner' Passable \$18,000, 'Gatsby' Dull 11G

Biz is diving again with return if warmer weather, and only Great Sinner" at Penn and "Lost "Great Sinner" at Penn and Boundaries," on moveover to War-ner, are doing much. "Sinner" is only fairly okay. "Mr. Soft Touch" and "Great Gatsby" are way off at Harris and Stanley, respectively.

Harris and Stanley, respectively.

Estimates for This Week
Fulton (Shea) (1,700; 45-80) —
"Once More, My Darling" (U).
Only fair \$8.300. Last week, "Sand"
(20th), about same.
Harris (Harris) (2,200; 45-80) —
"Mr. Soft Touch" (Col). Just staggering along and will come out after only 6 davs, with "Slattery's Hurricane" (20th) due to open Thursday (I), a day ahead of schedule. Very thin \$6,500. Last week, "Yes Sir, That's My Baby"
(U), solid \$13,500.
Penn (Loew's-UA) (3,300; 45-80) —
"Great Sinner" (M-G). Only fairly satisfactory \$18,000. Last week, "Black Magie" (UA), \$17,000.
Stanley (WB), (3,800; 45-80) —
"Great Gatsby" (Par). Not pulling them in and will be very slow \$11,000. Last week, "Lost Boundaries" (2d wk', bangup \$16,000.
Warner (WB) (2,000; 45-80) —
"Lost Boundaries" (FC) (m.o.).
"Lost Boundaries" (FC) (m.o.).
Continuing to hold up big at \$11,000 or near. Last week, "One Last Fling" (WB) and "House Across Street" (WB); dim \$6,000.

Crosby Rousing \$17,000, Denver; 'Beach' \$27,000

Denver, Aug. 30.

"Girl From Jones Beach" at
Broadway and two drive-ins is taking top coin here this session. It
stays at Broadway and moves over
to two other drive-ins for a week.
"Top O' Morning." Bing Crosby's
latest, is so big at Denham it is
holding over.

Estimates for "Beach" Estimates for This Week

Estimates for This Week
Broadway (Wolfberg) (1,500; 3574)—"Girl Jones Beach" (WB) and
"House Across Street" (WB), daydate with East, West drive-ins. Fine
\$8,000. Holds. Last week, "Silver
Lining" (WB) (4th wk), \$4,500.

Denham (Cockrill) (1,750; 35-74)
—"Top O' Morning" (Par). Big
\$17,000. Holding. Last week,
"Great Victor Herbert" (Par) (reIssue), no dice \$3,500.

Denham (Fox) (2,525; 35-74)—

Issue, no diee \$8,500.

Denver (Fox) (2,525; 35-74)—

"Afriea Screams" (UA) and "One Last Pling" (WB), day-date with Esquire, Webber. Mild \$12,000.

Last week. "You're My Everything" (20th) and "Lone Wolf Lady" (Col), \$16,000.

Fast Drive-In (Wolfberg) (000

East Drive-In (Wolfberg) (900 cars; 74)—"Girl Jones Beach" (WB) (Continued on page 24)



LEO'S TONSILS ARE IN BETTER SHAPE THAN EVER WITH SO MANY NICE HITS TO ROAR ABOUT!

New German Film Control Office Readying to Start Next Month

The long-planned German film control office, a local variation of the Hays office, will become a reality the end of September, local film sources said aere.

The control office, a local variation of the Hays office, will become a reality the end of September, local film sources said aere.

For a local variation of the l

ality the child with the complete mixture of German bureaucrey and organizationalism, almost as complicted as were the recent elections. It resembles a three-house Parlianment or court system, however. German film men here say "it is the first really democratic institution to be set up in this country." They're also proud that western Germany will be the first European country to have such an institution.

institution.
Organization will be called "Freiwillige Selbskontrolle" or "voluntary self control." It will be
formed and will have its headquarters in Wiesbaden. The body has
been planned for a long time by
influential German filmmakers,
headed by veteran producer Kurt
Central

headed by veteran producer Kurt Oertel.

The new control agency has Military Government approval and will be a possible successor to the U. S. Army Information Services Division (ISD). ISD will stop functioning as a licensing and censorship body for motion pictures sometime around Sept. 20, coinciding with the formation of the German "Hays office."

Organization, as its name suggests, is voluntary, with no domestic or foreign producers, distributors or exhibitors compelled to join and subject their products to approval. There's a certain catch to it, however, namely, that the association of German distributors have approved as a whole the new control body, thus making practically impossible the screening of any motion pleture which was not approved by, or rather submitted to it.

Organization will consist of three

Organization will consist of three committees. These will decide the fate of German and foreign films after Hauptausschuss (Main Committee) and Juristenausschuss (Judicial Committee)

dicial Committee).

The control authority also laid down its rules for future pix to be shown in western Germany:

1. A motion picture should not show themes, acts or situations bound to hurt moral or religious (Continued on page 18)

Markova-Dolin End SRO Tour of Africa; **English Visit Starts**

London, Aug. 30.

London, Aug. 30.
Alicia Markova and Anton Dolin have just ended a successful tour in South Africa. Under sponsorship of African Theatres and Alex Chernlavsky, the dancers gave a total of 50 performances, touring South Africa, Rhodesia and Central Africa.

Average concert tour in South Africa has been 10 to 15 performances. Markova and Dolin's success was such, extra performances had to be added on in each city. In Johannesburg, originally scheduled for four performances, they played a month, moving from His Majesty's, a 1,200-seater, to the Empire, where nearly 2,000 saw them at each performance. In Capetown they recruited the local ballet corps of the University Ballet and the South African National Ballet Co. and presented "Swan Lake." "Syl-

National Ballet Co. and presented "Swan Lake," "Giselle," "Syl-"Swan Lake," "Giselle," "Syl-phides" and others in the classic

phides" and others in the classic repertoire.

Dancers will return to Africa in 1951 under the same Cherniavsky sponsorship. The duo opened Saturday night (27) in London at the Harringay Arena where, playing to 7,000 people, they began a London season of six performances to be followed by an extensive tour through the British Isles. Their personal manager, Alfred Katz, who accompanied them on the African tour, has returned to New York.

TWO LUX FILMS IN N. Y.

Lux Film Distributing Corp., N. Y., last week received prints of two films produced by Lux of Rome,

Lisbon, Aug. 23.
Local film industry will have more opportunities of placing its pix in Portuguese West Africa in the near future.

Four new cinemas will be completed in the fall in the towns of Luanda, Lobito, Benguela and Nova Lisboa. Each of these towns has already one cinema at least, but they are old, small buildings. The new houses will be larger and modern in every respect. They'll also have a stage.

They'll be inaugurated a week apart by a Portuguese revue company now touring the colony.

Can. Pix Chain **Vs. Ad Shorts**

Toronto, Aug. 30.

"Your business is to sell entertainment," is the warning to members of the Motion Picture Theatres Assn. in countering the current all-out drive of industrial-film makers to place five-minute shorts extolling toothpastes, soap products, eigarettes and home permanent-wave sets. Under signature of Archibald Jolley, MPTA secretary, it's pointed out to members that "this association remains entirely neutral in the matter but leaves it to the exhibitor-member's own discretion whether or not he cares to rent his screen for advertising purposes." (Membership in MPTA 'ncludes the "Big Three" chains in Canada—Famous Players, the Odeon houses (Rank) and Nat Taylor's 20th setup.) bers of the Motion Picture Thea-Taylor's 20th setup.)

Chief drive has been launched by Audio Pictures of Canada, Ltd., with studios near Toronto, and with such clients as Tuckett To-bacco, Pepsodent and Lever Bros. Newspaper advertising campaign shows certain small chains and in-dies plurging showings of such dies plugging showings of such shorts. Jolley points out that standard contract states minimum number of commercial shorts to be number of commercial shorts to be shown at every regular performance, that this is binding for 24 months. and that no short-term clause is included in the contract which would permit the exhibitor to cancel the remainder of the contract should the exhibitor become dissatisfied.

Mex Pix Producers Seek Easing of Jap Ceiling

Mexico City, Aug. 23.
Dickers have been started by
Mexican pic producers, spearheaded by the trade's own bank, Banco
Nacional Cinematografico, to induce Gen. Douglas MacArthur to
ease the ceiling of 20 Mexican
films a year he has decreed for
exhibition in Japan.
Producers claim the Japs would
welcome all pix Mexico produces,
which have averaged around 80

which have averaged around 80 yearly, and state that plots and themes of Mexican pix appeal more to Orientals than do those of Hollywood productions.

Mysore Bans Theatre Bldg.; Stiffens Censor

Bldg.; Stiffens Censor

Madras, Aug. 16.

The Mysore State government has imposed a total ban on construction of theatres within the state for three years. Reasons advanced are scarcily of materials and drain on available economy.

Government has also called on all state exhibitors to censor each and every English picture in the state. notwithstanding whether they have been censored or not in the hidian Union. All English pictures have henceforth to be shown to the Mysore Censor Board and a state censor certificate obtained before they can be shown on the screen.

Intended for fall release, the pix are "Mafia" ("In Nome Della Legge"), and "Adam and Eve" ("Adamo e Eva").

Bernard J. Gates, Monogram's Latin American supervisor, required to New York last week after a three-month South American survey.

Duvivier Yanks Fest Pic; Claims Choices Stacked

Julien Duvivier, Paris-Hollywood film director, unceremoniously yanked a showing of his new film "Au Royaume des Claur" "Au Royaume des Cieux," which was to have been shown in Cannes

He has also refused to enter the film in any film festivals, claiming that all the selections are predetermined.

Jap Newsreels, Radio Go All-Out Covering L.A.'s Int'l Swim Meet

Tokyo, Aug. 23.

Japanese radio and newsreel disribs have gone all-out to give the Nipponese complete coverage of the participation of the sensational Japanese swimming team in the recent National AAU swim meet in Los Angeles. Clear screen beat was secred by Central Motion Picture Exchange, local outlet for the Motion Picture Export Assn., which received daily footage by trans-Pacific Clipper and did a fast job of editing and dubbing in Jap dialog to hit the screens some 30 hours later as an add to its weekly united Newsreel. Nipponese complete coverage of the

dialog to hit the screens some 30 hours later as an add to its weekly united Newsreel.

Two of Japan's biggest newspapers, Asahi and Malnichi, also cashed in on the frantle swim team fever which swept the nation by contracting for special newsreel footage of the meet to be flown to Japan and exhibited in Tokyo and Osaka under the newspaper's auspices.

Broadcasting Corp. of Japan, nation's monopoly network, presented its first postwar international program with direct Japanese-language broadcasts from the Los Angeles Olympic pool daily from Aug. 18 to 20. Broadcasts were made by Seiji Shimaura broadcast the 1932 Olympic Games from the same L. A. pool.

Armed Forces Radio Service also beamed pool-side broadcasts of the meet's highlights which were aired throughout Japan to Occupationaires via the AFRS Far East network.

ACAT MAY CALL STRIKE AT BBC; 200 INVOLVED

London, Aug. 30. George Elvin, general secretary of the Assn. of Cine and Allied Technicians, said he informed the Ministry of Labor of the BBC's re-

Technicians, said he informed the Ministry of Labor of the BBC's refusal to operate appropriate agreements applicable to its television staff and film units. Unless the Ministry takes action within 21 days to settle the dispute, he said, the union is entitled to call a strike. Possible steps open to the Ministry are firstly, to bring parties together to settle difference by friendly discussions with help of the Minister's concillation experts. Secondly, he could refer the dispute to an independent fact-finding court of inquiry whose conclusions wouldn't be binding on either party but would let Parliament and public know what the trouble was about. Thirdly, he could refer the dispute to the National Arbitration Tribunal, in which case the award would be binding on both partles and its observance enforceable by law.

Dispute involves over 200 cam-

and its observance enforceable by law.

Dispute involves over 200 cam-eramen and technicians at Alexan-dra Palace headquarters of BBC television. The ACAT and Asso-ciated British Pathe Newsreels jointly announce that dispute be-tween union members and the com-pany have been amicably settled.

French Barn Circuit Due

French Barn Circuit Due
Paris, Aug. 23.
A group of 12 showmen headed
by the French Min ter for Education. Yvon Delbos, are currently
working on the formation of a
French strawhat circuit. Idea
stemmed from Delbos' desire to
revive legit in the 173 casinos
throughout the provinces.
These casinos at one time
housed theatrical productions, but
were forced to close because of
poor product.

poor product.

Other Foreign News on Page 18

U. S. Participation in Pix Festivals Seen Paying Off in Tilted Rentals

Shoes' Click Cues Dub Of 'Yolanda' for Europe

Mexico City, Aug. 23.
Clear click of "Red Shoes"
(EL) pic here, in its fourth week
at the Cine Alameda and continuing at the new high price for here
of 60c, has inspired Manuel Reachi
to dicker with Eagle Lion to dub
his Mexican-made "Yolanda," which
be produced here some years ago. he produced here some years ago, and stars the ballerina Irina Baronova. It's also a ballet pic.
Reachi figures "Yolanda" dubbed in English, German and Italian, will be a click in Britain, Italy and Germany

Famous (Can.) Get Korda, Wilcox Pix

In an important deal, which is expected to double revenue in

canada on British films of previous years, Famous Players (Canadian) has inked a pact for the distribution in this country of 19 completed Sir Alexander Korda and Herbert Wilcox productions.

Apart from the hands-across-the-sea flag-waving, the situation is that Famous Players, with its more than 600 houses, can make a better deal than the 150-theatre Odeon chain of J. Arthur Rank, though the ôriginal Korda-Wilcox deal was made with Eagle Lion Films of Canada, a Rank subsidiary. E-L is now in on the deal with Famous, effective Sept. I. Basically, the deal goes back to the recent visit here of Harold Wilson, British Board of Trade prez, and his briefing that Britain needs more Canadian dollars. Undoubtedly, there has been British government pressure on the Canadian film industry, though nobody

doubtedly, there has been British government pressure on the Canadian film industry, though nobody will talk and nobody actually knows where the truth lies. Wilson, however, did come to Canada to make a first-hand checkup, and did discuss in Ottawa the possibility of increasing British film carnings in Canada to meet Britian's dollar shortage. There is the grapevine report that even a British film quota might be imposed in Canada but that the fedral government here was opposed posed in Canada but that the red-eral government here was opposed to this after consultation with Canada's big chain exhibitors. The new Famous Players deal with Korda and Wilcox is obvlously the outcome of the Ottawa delib-

wife and wife is obviously the outcome of the Ottawa deliberations.

The London Films (Korda) releases in the Famous Players distribution pact are "The Winslow Boy," "Bonnie Prince Charlie," "The Small Back Room." "Maria Chapdelaine," "Black Magic of Bali," "Interrupted Jonrney," "Saints and Sinners," "A Girl in a Million." "Night Beat," "Angel with a Trumpet," "Children of Chance," "Last Days of Dolwyn," "The Small Volce," "Cure for Love," and "Forbidden." The Wilcox productions are "Maytime in Mayfair," "The Four Mrs. Beresfords," "The Courtneys" and "Spring in Park Lane."

Ballet Memorial In Venice for Diaghilev

Venice, Aug. 20.

A' special commenorative per-formance of ballets was given last night before a capacity audience which packed Venice's La Fenice theatre, to mark the 20th anniver-sary of the death of Serge de Diaghiley, noted Ballets Russe im-presario who died here Aug. 19, 1929.

Soloists who flew in from Paris for the single performance were Serge Lifar, Paris Opera balletmaster, who gave a curtain speech; Ludmilla Tcherina and Edmond Andran. Program was made up of "Swan Lake," "Sleeping Beauty" and "Afternoon of a Faun," and excerpts from several other ballets. They were commented on by Lifar himself, Soloists who flew in from Paris

Zurich, leave there Saturday (3) for Paris, where the couple stays until Sept. 22, when they sail on the Queen Mary for New York.

Paris, Aug. 23.
American participation at foreign film festivals, especially at the most important ones such as Italy (Venice). France (Cannes) and Belgium (Knockke), will have to be handled differently in the future if foreign film trade is not to suffer. This is the opinion of all expert film visitors here, who have witnessed the poor showing made by American firms. Festivals, as meetings of the whole continental trade, they feel, are too important to be bypassed with the remark that since foreign biz is only a source of frozen balances, there is no reason to spend time, manpower and

of frozen balances, there is no reason to spend tlme, manpower and money on increasing them.

Nathan Golden, chief of the motion picture section of the Dept, of Commerce in Washington, was considerably impressed in Venice by the fact that while some nations were all out to grab the trade, American participation was minimized to the limit, with Eugene Van Deé, representing the Motion Picture Assu. of America there, unable to give even a cocktail party for lack of an appropriation.

Continental managers are of

for lack of an appropriation.

Continental managers are of course inclined to forget the political angle to think only of the orrhead. This is why participants to the recent European festivals, recognized by MPAA (and there are many other and minor ones), only appropriated \$300 per participating compants. For the Venice show, with five companies participating, a total of \$1.500 had to cover U. S. expenses.

Even if exces here are prone to consider festivals a mere nuisance, one company has turned them into a bonaza by shrewd selection of

one company has turned them into a bonanza by shrewd selection of its offerings. While most companies are satisfied with submitting to continental juries pictures which have proved top grossers at home, RKO left out the boxoffice angle deliberately, to submit to those hard-to-please, critical bodies pictures which most likely to satisfy the continental hankering for psychological controversy or fancy entertainment.

chological controvers, tertainment. With "Best Years of Our Lives" in Brussels two years ago; "Cross-fire" and "Dumbo" in Cannes, and more recently "The Window" in fire" and "Dumbo" in Cannes, and more recently "The Window" in Knockke, IKO drew prizes at every turn, permitting the company to tilt the rentals of the accoladed pix and thereby turn overhead into accrued revenue. Same happened with "Enchantment" in Locarno, while "Melody Time" or "Three Caballeros" at the Venice festival and "The Set-up" skedded for the forthcoming Cannes festival, have been picked with the same idea in mind.

Talks on Future Import Of U.S. Pix in Arg. Balked Due to Cabinet Changes

Buenos Aires, Aug. 20.
The question of future exchange permits for imports into Argentina of U. S. films is still hanging fire, in spite of parleys which have been proceeding now for many months past between Joaquin Rickard, representing the Eric Johnston office, and Argentine scommle office, and Argentine scommle office.

resenting the Eric Johnston office, and Argentine economic officials.

Changes made in the Argentine Cabinet during the week caused further delays, and the fact that Argentina now has a new Foreign Minister, Dr. Jesus Hipolito Paz, replacing Dr. Juan A. Branuglia, may mean a revision of the entire economic setup.

may mean a revision of the entire economic setup.

Cabinet change so far has resulted in postponement of appointments for parleys which Rickard, representing the Motion Picture Assn. of America, was to have had this week with Dr. Ramon A. Cereijo. Argentine Treasury Minister, at Julian the Argentine Treasury Minister, at Julian the World May the World May been settled.

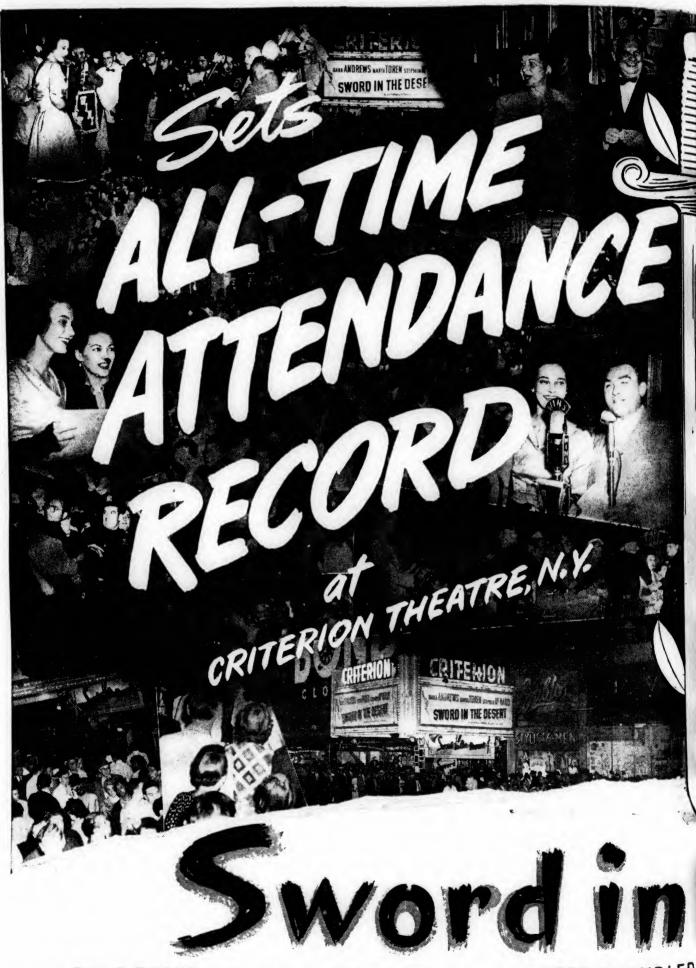
If U. S. distributors are granted permits, this will mean that British

If U. S. distributors are granted permits, this will mean that British permits, this will mean that British films also will reappear on the Ar-gentine screens, as English mate-rial enter Argentina from the U.S. through the Rank link-up with Uni-versal Pictures.

Mex Pix OK in Israel

Mexico City, Aug. 23.

Mexican pix are doing well in Tel Aviv and some other cities of the State of Israel, according to Pelleulas Mexicanas, distributors of Mexican films.



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"Tops in every department of film-making!" —Film Daily

UNIVERSAL-INTERNATIONAL presents

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ANDREWS

Marta

TOREN

Stephen

McNALLY



THE INDUSTRIAL SHOWMANSHIP

Directed by GEORGE SHERMAN · Written and Produced by ROBERT BUCKNER

Reissues Click in Arg. Pix B.O. Boom; 'All Quiet,' 'Bambi' Beat Original Takes

Buenos Aires, Aug. 23.
Excellent biz is being done in all entertainment fields in Argentina.
especially in the film field. Grosses

Booking Monopoly Claim especially in the fill field. Grosses are even higher than they were during last year's boom, and the increases apply to many reissues of old pictures, which, in some cases, have grossed more than they did when they were first released many

years ago.

An instance is "Ail Quiet on the Western Front," which grossed \$50,000 (U.S.) when first released at the Portena theatre in 1928, and has given the same amount over a matter of a few weeks when reistanced this year. Another case is that of "Banbi," which RKO reistance to the reight product of th

matter of a few weeks when reissued this year. Another case is that of 'Bambi,' which RKO reissued at the neighborhood Gaumont theatre three weeks ago, and has been one of the outstanding grossers of that period.

"Sorry, Wrong Number" (Par) "Sorry, Wrong Number" (Par) "Will be taken off the Ambassador screen next week, after five weeks' run. and will be replaced by Jean Coteau's "Beauty and the Beast," release of which has been pending for a long time. Paramount has had to postpone release of "My Own True Love" at the Broadway, as the theatre had to bill "Ole Torero," with Argentine comedian Luis Sandrini, to comply with the protectionist decree, although the picture was actually made in Spain, and not in Argentina.

Luminton's "La Trampa." another local production, is in its second week at the Opera and Roca theatres, with grosses holding up well, chiefly due to the influx of out-of-town visitors who are in the capital for Argentina's great annual cattle fair at the Rural Society, at which the world's finest bulls are on show. This event always means apprailing grosses as the wealthy farmers flock into the city for a funket of two or three weeks.

This has benefited RKO's "Good Sam" at the Gran Rex, which has held on for a third week contrary to expectations. The Hungarian picture "Vaiahol Europabam" ("In Any Part of Europe"), distributed by Cosmos, and at the Luxor and Libertador simultaneously since Aug. 10, is creating a considerable sensation, comparable to that caused by "Open City" two years ago.

COM'L RADIO BILL NOW LOOKS OK IN JAP DIET

Tokyo, Aug. 23. Japanese government is rewr Japanese government is rewriting the long-delayed Broadcasting Bill to authorize commercial radio in Japan for the first time. Two former bills hit snags in the national legislature and died. New draft is slated to be introduced when the Diet convenes this fall with fair chances for passage. Also in preparation is a bill to create an Electric Waves Board to regulate Nipponese frequencies, now a function of the Communications Ministry. New Board would be directly under the Cabinet. Broadcasting Corp. of Japan, meanwhile, announced this month it has 8,000,000 subscribers, a postwar high. Network, whose 25-year monopoly will be challenged if and when commercial radio emerges, supported by listener's fees from radio set owners. Approximately

radio set owners. Approximately half of Japan's households now have receivers, BCJ said.

Lyon in Paris After Scand. Talent Hunt

Paris, Aug. 23. Ben Lyon, 20th-Fox British tal-Ben Lyon, 20th-Fox British talent rep who recently returned to
Paris after a Scandinavian scouting
tour, found half-a-dozen prospects
on the expedition. Lyon is leaving Paris in a few days to looksee
the talent sctup in other situations,
and won't wait to confer with 20th
production chief Darryl F. Zanuck,
who's due here from the Riviera
this week.

Meantime, Nathan Golden, U. S.
Commerce Dept.'s film division
chief, left on the America for home.

"Miss Pilgrim's Progress," which Daniel Angel has produced for British National Films, with Val Guest directing and starring Yolande Donlan and Michael Rennie, is now being cut and expected to be tradeshown early September. Jackie Billings directed the dances and does a solo dance in film with Miss Donlan

Vs. Jap's 3 Top Distribs

Japa's J 10p Distribs

Tokyo, Aug. 23.

Japan's three largest motion picture producers and distribs, Toho, Shochiku and Daiei, have been summoned before the Nipponese Fair Trade Commission for hearings on the block-booking system employed by the three firms.

Purpose of the inquiry, the Commission said, was to investigate allegations that the distribs were violating the Fair Trade Practices Act by operating a booking system that freezes out smail distribs. Hearings will start this month.

Arg. Pix Talent Scurries For Work Elsewhere As Studios Stay Snafued

Buenos Aires, Aug. 23.

Studio situation here is being complicated by constant intervention of influential financiers, who have only a hazy connection with the film industry, but are anxious to muscle in, and who obtain raw stock allocations to sell to the studios at black market prices, or in exchange for a block of shares. This further stymies the reorganizational process which the industry has been undergoing since the after the standard of the standard process which the industry has been undergoing since the after the standard and Emeloo Buenos Aires, Aug. 23.

zational process which the industry has been undergoing since the affairs of San Miguel and Emelco studios passed into the hands of receivers of the official banks which had been bolstering up their precarious position. A syndicate of capitalists is now angling for purchase of Lumition studios. What the financial interests are trying to make certain of, however, before investing further in film production, is that they would have some certainty of getting exchange permits for imports of raw stock.

Dr. Horacio Maciel Crespo, who had been appointed prexy of Emelco Studios, lost no time in resigning the task. The Industrial Credit Bank is now looking around for another candidate.

The financial and raw material ups and downs of the industry add up to an anxious time for talent, and they are again looking around in Spain and Central America for likely contracts. Nini Marshall, banned from Argentine legit and radio by government pressure, is currently doing radio work in Mexico with Dolores del Rio and Libertad Lamarque, whose work is also banned in her native Argentina. Benito Perojo, who directs more pix in Argentina than he does in his native Spain, is off to Galicia to ready the picture he is to direct with Miss Marshall playing the Argentine Galician peasant servant who returns to her birthplace after some years "in service" in "las Americas." Miss Marshall has two pix to make in Spain and should also visit Cuba and the U. S.

Zully Moreno is due to make a picture in Mexico, possibly "Camille." for Walierstein Productions, and her husband, director Luis Cesar Amadori, will accompany her. Mirtha Legrand and director-husband Daniel Tinayer are winding up local chores before starting on a picture-making junket to France. Pedro Lopez Lagar is slated to make a picture called "Mariiuana" before the end of the year, with Leon Klimovsky directing.

India Pix C. of C. Sets Rules for Touring Cinemas

Maras, Aug. 16.

Under the aegis of the South Indian Film Chamber of Commerce, permanent theatres and touring camps have come to an agreement over location of pitching lents. In terms of agreement, a touring cinema would not pitch camp in places where the populations is less than 15.000 and where there is already a permanent

cinema. Places with population over 22.500 but less than 30,000 would get a touring cinema in addition to the permanent theatre. But distance should be one mile and rates of admission same. In stations with population over 30,000, touring cinema can operate at a distance of two miles from a permanent theatre.

'Annie's' 1,600 Mile Hop

Sydney, Aug. 23.

Sydney, Aug. 23.

J. C. Williamson Theatres will plane the "Annie Get Your Gun" troupe from Sydney to New Zealand next week. It's an ocean hop of 1,600 miles, "Annie" has just wound up a year's solid run in Sydney.

Earl Covert now has male lead opposite Evie Hayes, in place of Webb Tilton.

Arg. Hands Out '48 Pix Oscars

Buenos Aires, Aug. 30.
Argentina's Academy of Motion Picture Arts and Sciences held a party at the Presidente Alvear theatre last week to hand out awards for the best of 1948 film production. Argentine Oscars take the form of statuets of Don Quixote, and following a government decree issued last year, can only be made with the approval of the Educational Ministry and the Entertainment Board. The orchids were handed out by Hugo MacDougall, current prexy of the Academy, with the help of Joaquin Mosquera, representing the Educational Minister.

Awards went to poet Pedro Mi-

quin Mosquera, representing the Educational Minister.

Awards went to poet Pedro Miguel Obligado for his screen adaptation of Oscar Wildes' "Lady Windermere's Fan," produced here under the title of "Una Mala Mujer," with Dolores del Rio in the lead.

Cinemactress Zully Moreno and Arturo de Cordova got firsts for their acting in "Dios se lo Pague," while director Luis Cesar Amadori took the award for his direction of that picture. Enrique Chaico aiso got an award for the best supporting player in the same film. Medeis and diplomas went to Tulio Deinichell (adaptation of screen story). Alberto Etchebehere, photographer; Juan Ehlert, musical director; Mario Fezia and Carlos Marin, sound technicians; Jorge Garate, continuity, and Roque Giacovino, cameraman, in the winning picture.

Garate, continuity, and Roque Giacovino, cameraman, in the winning picture.

Ulyses Petit de Murat got the award for the best original screen story ("Tierra del Fuego") and Antonio Merayo for photography in "Passport to Rio." Sabina Olmos was given an award for her supporting playing in "Tierra del Fuego." A special prize was given to Andres Poggio (Toscanito) of "Pelota de Trapo" fame, for the best child acting, and special mention was made of that film and the work of producer Armando Bo. The Oscars were handed over in some cases by former winners; thus Amelia Bence was present to make the presentation to Zully Moreno, and Pedro Lopez Lagar to Arturo de Cordova.

Swiss-Spanish Pic Set

Zurich, Aug. 23.

Preparations are on for a new pic to be produced in Spain in Swiss-Spanish collaboration, set to start in September. Pic will tell the Don Juan story, with tentative title "Don Juan in Seville."

Starring roles will be taken by

the Don Juan Story, Starling "Pon Juan in Seville."
Starring roles will be taken by Austrian actor O. W. Fischer in the title part and Swiss actor-couple Maria Becker and Robert Freitag.

Current London Shows

Two Old Scot Folk-Dramas Steal Play From Preems at Edinburgh Festival

Video Seen Big Boost To

4 U. S. Plays on Zurich

Slate: 'Porgy and Bess'

Set for Opera Season

Adaptations of two old Scottish folk-dramas staged in arena style by English director Tyrone Guthrie, are more than rivaling in interest two premieres on the Edinburgh Festival program. **Documentary Pix Makers**

Edinburgh, Aug. 23.
Video offers much opportunity for documentary film makers, says Sir Stephen Tallents, who helped to build the British documentary film movement along with John Grierson.

Opening the Festival program.

Surprise hit of last year's Festival, the satire of "The Three Estates," a Scottish morality play written in 1535 by Sir David Lindsay, is filling to capacity nightly the beamed. spacious (1,200-seat) Assembly Hall of the Church of Scotland. New this year. "The Gentie Shepherd." Allan Ramsay's pastoral comedy (dating back to 1725), is aiready practically sold out for its series of midnight candlelight performances in the 400-seat hall of the Royal High School.

Both plays have been adapted for film movement along with John Grierson.

Opening the third International Festival of Documentary Films here, he said television was now higher than the horizon. It was necessary for those who were making documentary, films to master this medium and to find in it their opportunity for further development in their technique.

Robert Flaherty, who made "Louisiana Story." premiered at last year's Edinburgh Festival, attended the opening here, along with his wife.

School.

Both plays have been adapted for modern consumption by Robert Kemp, who is cufrently Scotland's most prolific playwright. (A new play of his, "The Saxon Saint," is being performed during the Festival, but not as part of it, in the nave of ancient Dunfermine Abbey near Edinburgh.) Music has been composed and conducted by Cedric Thorpe Davie, one of Scotland's leading musicians. And casts for two productions have been rounded up from best Scottish dramatic and singing talent.

Hero of both occasions, however.

singing talent.
Hero of both occasions however, is unquestionably Guthrie himself. He has been mainly responsible for the idea, conception, and style of presentation. And again, as was the case last year with the solo production of "Three Estates." he has carried off both ventures with great imagination and brilliance—despite the handicaps of two not entirely satisfactory arena stages. satisfactory arena stages.

Set for Opera Season

Zurich, Aug. 20.

Schauspielhaus and Stadttheatre have just announced plans for the '49-50 season, which is due to start Aug. 27 at Stadttheatre and Sept. 8 at Schauspielhaus. Preceding the official opening, the latter will have a special performance of "Faust," Part I and II, on the Goethe Bicentennial Day, Aug. 28.

Schauspielhaus plans for the coming season the first German performances of Arthur Milier's "Death of a Salesman," Tennessee Williams' "Streetcar Named Desire," as well as a new play by Thornton Wilder or a revival of his "Our Town." Furthermore, negotiations are underway to obtain the author's permission for the German performance of Eugene O'Neiil's "The Iceman Cometh."

Some four world-preems are also slated for this season, with a post-humous work by Gerhart Hauptmann, "Herbert Engelmann," adapted by Carl Zuckmayer; a new sattric play by Erich Kaestner. satisfactory arena stages.

"The Three Estates" (title refers to church, nobility, merchants) is a typical medieval morality play but still surprisingly relevant in its subject matter. Content deals with the struggle between various vices and virtues for dominance over King Humanitie. Director Guthrie has given each character a strong and definite personality. His handling of crowds and interweaving of groups of people in a relatively small space is superb.

"The Gentle Sheoherd" though

small space is superb.

"The Gentle Shepherd." though not nearly so absorbing a play, becomes almost as effective in production. Story concerns a shepherd and a lass and his problems of woning and winning her. Guthrie has made little real attempt at dramatic tension or theatrical illusion, preferring to treat the material in the manner of a concert recital.

Both works are stored with the

humous work by Gerhart Haupt-mann, "Herbert Engelmann," adapted by Carl Zuckmayer; a new sattric play by Erich Kaestner, "The School of Dictators," and two works by Swiss author Max Frisch and German author M. Jahnn. Sea-son opening will be with Shakes-peare's "Antony and Cleopatra," to be followed by a comedy by Lope de Vega, "The Whims of Donna Bellssa," and, for the first time in German, the Luigi Pirandello play, "Glants from the Mountain." Stadttheatre opens with Wag. Both works are staged with the audience seated on three sides of audience seated on three sides of the action and a tiered forestage jutting out on the fourth side. Relation of two productions is that of chamber music to a symphony concurt. "Estates" abounds in colorful spectacle, swirling movement, lusty humor and theatrical excitement. "Shepherd" is in much simpler vein. Chockfull of Scotish folksongs, alternately gentel and rustic, elegantly costumed, the production has great charm.

Actors perform with uniform feelings or which might display brutality and might have demoralizing influence.

2. Film should not have nationaistic, national socialist, militaristic, imperialistic or racial discriminatory tendencies.

3. Film should not endanger Germany's relations with other countries: it should not degrade their governments, official representations and institutions.

4. Film should not degrade or depreciate the constitutional or judicial basis elements of the German people as a whole, or of one of its states (Lacnder).

5. Film should not present untrue historical facts by emphasized propagandistic or tendentious elucidations.

6. Propaganda films produced under the direct or indirect influence.

Actors perform with uniform competence; some of them, notably willowy comic Duncan Macrae, are topnotch. They have enough vitalty comic Duncan Macrae, are topnotch. They have enough vitality and sense of style to overcome occasional difficulties of the piays dialect and their thick Scotch brogues.

Two productions not only give additional liveliness to the Festival proceedings. They represent the finest professional arena work in British Isles. And they are giving strong impetus to current upsurge here of native Scottish drama.

Alan.

AUSSIE GOVT. OKAYS ADMISSION TAX CUTS

Sydney, Aug. 23.

Sydney, Aug. 23.

After a long struggle the Ausie ple biz has finally been successful in having the Ben. J. Chiffey Labor government okay a reduction in entertainment tax on all cinema admissions. Cuts range from 2c on 2c admissions. Cuts mean revenue loss to the government of around \$4,000-000 annually, but will likely spur the boxoffices.

Vaude and legit shows will get a

Vaude and legit shows will get a tax cut of from 2c on lower admissions to 8c on the higher rate.

Current London Shows

(Figures show weeks of rum)
London, Aug. 30.

"Anna Veronica." Piccadilly (15).

"Annie Get Gun." Col's'm (117).
"Beau Strategem." Lyric (18).
"Brigadoon." Majestic (20).
"Black Chiffon." West (18).
"Black Chiffon." West (18).
"Daphne." Wyndham (23).
"Death of Salesman." Phnx (5).
"Edwina Black." Ambas. (7).
"French Without Tears." V. (11).
"Happiest Days." Apolio (75).
"Harvey." Prince of Waies (35).
"Heiress." Haymarket (31).
"Her Excellency." Bripe (10).
"Ice Cycles." Empress (10).
"Ice Cycles." Empress (10).
"Ice Cycles." Empress (10).
"Lady's Burning." Globe (17).
"Lady's Burning." Globe (17).
"Lady's Burning." Globe (17).
"Lady Burning." Globe (17).
"Lady Burning." Clobe (17).
"Male Animal." New (10).
"Onlahoma". Drury Lane (117).
"On Monday Next." Comedy (13).
"One Wild Oat." Garrick (39).
"Sauce Tartare." Cambridge (15).
"Song of Norway." Palace (8).
"Song of Norway." Palace (8).
"Torether Again." Vic. Pal (125).
"Together Soy." Criterion (64).
"Worm's View." Whitehall (123).
"Young Wives Tale." Savoy (7)

6. Propaganda films produced under the direct or indirect influence of a government, influential political, religious or other group, must be identified as such and must name the institutions which took part in producing them. Failure of such a description means the ban of such a picture from German screening.

The film control board will also classify motion pictures on an artistic basis, according to the following classification: (a) "artistic;" (b) "suited for popular education;" (c) "furthering the ideas of humanity."

"Giants from the Mountain."
Stadttheatre opens with Wagner's "Lohengrin" and Johanu
Strauss "Die Fledermaus" ("Rozalinda"). George Gershwin's "Porgy
and Bess." performed for the first
time here four years ago with
enormous success, will be revived
in the course of this season.

German Control

Continued from page 15





\$32,455,500 Asked in Trust Suit Filed by Essaness, 10 Others in Chi

Chicago, Aug. 30.
Essaness Corp. and 10 associated subsidiary groups last week filed what is probably the largest triplewhat is probably the largest triple-damage anti-trust suit in the his-tory of the picture industry. Ask-ing \$32,455,500 in damages, action states that eight major pic distribu-tors conspired with Balaban & Katz and Warner theatre circuits to try and force Essaness circuit's various and force Essaness circuit's various houses out of operation through various overt actions from March 1, 1935, through Dec. 1, 1947, when Jackson Park decree took effect. Latter ended many of the practices which brief states existed previ-ously. Statute of limitations does hold in this type of anti-trust

ously. Statute of limitators used to the common of hold in this type of anti-trust action.

Suit charges that B&K was a monopoly, practically controlling all first and second-run houses, plus the majority of third and fourth-run locations here; and that during the period of the suit B&K paid 90% of the film rentals in the Loop and 50% of all Chicago license fees. Through the vast rentals that B&K paid, it could and did control franchises, providing that if it built any new houses they would automatically get product preference and clearance over restablished spots.

Further cited violations of anti-trust laws were the holdover play-dates, formula deals, excess film rentals, discriminatory overages and underages, moveover monopoly, and overbuying in order to prevent competitors from obtaining films. Also mentioned were the setting up of runs, clearances and admission prices with the accusation that B&K fostered the practice of

with the accusation that prices with th B&K fostered prices with the accusation that B&K fostered the practice of double features in 1946, which the rest of the theatres were forced to follow. Brief claims that B&K, with RKO and Warner theatres, divided the town geographically and, with the exception of Warners' two houses, there were no lease houses in the city: lease houses in the city; that in "B" week, 10 of the 20 houses were B&K, and that in "C" playing time, WB and B&K controlled half of the 49 theatres in that position, Tracing the history of the Para-

Tracing the history of the Paramount-owned subsidiary. B&K, plaintiff's attorney, John Blaekman, claimed that B&K used the Oriental theatre, now operated by Essaness as a presentation house, as a lever to force independents out of business, and also named Barney Balaban, John Balaban, and other officers of B&K as siphoning off assets of the Oriental theatre during reorganization proceedings, totaling \$1,000,000. When Jones, Linick & Schaefer operated the State-Lake theatre, now a B&K first-run, suit alleges that the State-Lake theatre, now a B&K first-run, suit alleges that the Oriental and the distribs would not give the indie any product and that B&K cut prices and revised policy of the house in order to drive the theatre out of business. However, B&K finally bought the However, B&K finally bought the State-Lake building and then took over the house and has been play-ing first-runs there since 1938, Judge William Camobell has been assigned the suit, which

over the house and has been play-ing first-runs there since 1938, Judge William Campbell has been assigned the suit, which probably won't be heard on the fall

calendar.
Officials of B&K and distribs
were not available for comment.

Tune in Pic Held Cause Of 'Every Spring' Upbeat

Pittsburgh, Aug. 30.

Pittsburgh, Aug. 30.

Tri-state exhibs are pointing these days to another case where a hit song has been chiefly responsible for turning a picture that was previously getting ordinary grosses into a big money-maker. Film is 20th's "It Happens Every Spring."

Despite terrific bally, hoo for the film's first-run getaway here, including p.a.'s of Paul Douglas, Linda Darnell and Jean Peters, "Spring" did only tair and in nabe spots immediately after was only a little better. Then the tune of Apois infinite active was only a little better. Then the tune of the same name started to climb on the "Hit Parade," and takes everywhere for the pie started to zoom. As a matter of fact, in many subsequent runs in this territory actually hung up house records.

per of had In number of locations where "Spring" had previously been booked for two and three days at midweck, it's being moved to premidweek, it's being moved to pre-ferred playing time, and runs have been extended. Theatreowners think it's the catchy time all the way since Ray Milland, who stars in the picture, hasn't been bo, in these parts now for some time.

Fete Oscar Morgan

Russell Holman, Paramount's eastern studio rep, will emcee the luncheon tendered Oscar Morgan, Par's short subjects sales chief, at Sardi's tomorrow (Thurs.) feteing Morgan's 35th anniversary with the company. In all, some 80 Paramount touch treatment to the processor will. mounters and trade press reps will attend.

mounters and trade press teps attend.

Among those expected to attend are Adolph Zukor, Leonard Goldenson, Alfred W. Schwalberg, Robert M. Weitman, Edward Hyman, Robert O'Brien, E. K. (Ted) O'Shea and Hugh Owen.

Drive-Ins Press For First Runs

Push recently launched by the drive-ins for a crack at first-runs is reaching the fever point with sales biggies admitting the upbeat in pressure. Indicating what

amounts to almost an organized campaign, deluge of letters are hitting sales desks in the wake of the recent report by William F. nitting saies desses in the wake of the recent report by William F. Rodgers, Metro distribution vee-pee, that the company's survey discloses ozoners are creating new customers rather than competing for the old. If we don't compete, letters declare, we should get first-

One major company attorney reports that he is currently handling complaints from Mankato. St. Cloud and Minot. Minn.; South Bend, Ind.; Jacksonville, Fla.; Bryan, Texas, and Chicago. In South Bend, suit testing the question is slated to come to trial in the Federal court. Sept. 13. Preliminary battle is on to determine whether a major can check license plates at a*drive-in to prove that patrons come from the town itself substantiating the claim of competition.

Major sales execs assert that they won't back down in the face of demands. They have been ad-vised by their legal depts, that a refusal to grant first-runs to the refusal to grant first-runs to the open-air houses is not discrimination violating the anti-trust decree but the exercise of sound business judgment. Conventional houses, they say, cannot afford to play bethey say, cannot afford to play be-hind a drive-in while the converse hind a drive-in with the converse does not apply. Granting first-runs to ozoners 'would murder business of the regular houses who are the backlog of our accounts,' it was said.

In answering the flood of let-ters, one legalite is writing the peeved drive-in operators that his In answering the flood of letters, one legalite is writing the peeved drive-in operators that his company "will not discriminate against people without cars," Films are a form of mass entertainment, letter states, and should be available first-run to the public whether they have a car or not.

While the rule against granting first-runs to drive-ins is fairly uniform among the majors, exceptions are cropping up in special cases where the distrib is either selling away from the conventional houses or sees more overall revenues from the sector by book-

venues from the sector by book-

revenues from the sector by booking in the drive-in.
Universal, for instance, has been selling to the ozoners in a number of Florida situations because it is not booking Florida State circuit. In Louisville, company grooved "Calamity Jane and Sam Bass," day-and-date, to two drive-ins with returns far greater than it would take from regular first-run play-dates.

take from dates.

Film played the Parkway and Skyway, racking up \$9,500 for the week. It exceeded every other with the film except "The Egg Universal film except "The Egg and I." Us all-t ne record grosser. Company is selling "Take One False Step" in Louisville on the

RKO has been booking first-run in drive-ins in the Jacksonville Fla, sector for the same reason

Atlanta Drive-In's 'Wind' Click

Piedmont drive-in turned away bundreds of cars last Wednesday and Thursday when it played Gone With Wind Death of Margaret Mitchell, naive Atlantan who wrote novel, stimulated interest in filmization of book.

Basic Economics

Chicago, Aug. 30.
Films' share of every dollar spent by the American public for recreation has declined by one-third in past 20 years despite the fact that theatre box-

spite the fact that theatre boxoffice receipts have doubled, Eric Johnston pointed out at the Public Relations meeting here today (30).

Putting finger on the current boxoffice crisis, MPAA topper declared that during the peak of the depression films were getting 84c out of every spectator amusement dollar, as against 76c—10% less—in 1948.

—in 1948.

This coin has been picked up in part, he declared, by pro baseball and football, college football and horse and dog tracks. In the past 18 years, he said, race tracks increased their share of amusement dollar by 950%.

MPAA Joining

Continued from page 4 =

Memphis counsel. De Rochemont also wired the Society of Inde-pendent Motion Picture Producers for support. It is expected that it for support. It is expected that it will likewise make available the advice and services of its counsel,

because it showed white and Negro children playing together. "Bound-aries" got the Memphis nix because it deals with "social equality between whites and Negroes in a way that we do not have in the south." An Atlanta censor said she had banned "Boundaries" there "for no particular reason." Appeal to the entire board is now pending

Deep South Technique
Atlanta. Aug. 30.
Film Classics, distributor of
Louis de Rochemont's "Lost
Boundaries," hopes to demonstrate
to the Atlanta and Memphis cento the Atlanta and Memphis cen-sors that the pie which treats on sors that the pie which treats on the touchy subject of anti-Negro discrimination can play off in the deep south without public resent-ment or untoward disturbances. With that strategy in wind, FC has booked the pie into a number

booked the pie into a number of houses in Texas, Louisiana, Florida and Mississippi.

Dropping the idea advanced by de Rochemont for television showings in the two towns where the film is now banned. FC is anxious to have a backlog of peaceful playdates behind it while pressing for reconsideration by both the Atlanta board and Lloyd T. Binford, Memphis board chairman.

Memphis board chairman. In the Memphis sector, alterin the Memphis sector, after-native plan currently being weighed by FC is to rim the city with bookings of "Boundaries." Company would play the film in number of theatres within easy reach of Memphis but outside its territorial limits. One such booking in the Crittenden theatre in West Memphis, Ark., within 10 miles from downtown Memphis is already reported.
Indicating the wide number

Indicating the wide number of southern dates now lined up. film will go into the Majestic, Houston; Majestic, Dallas; Azlec, San Antonic; Florida, Miami; Cinema, Miami Beach, and Saenger, New Orleans. In all these situations, pie plays within the next few weeks. Moreover, it is booked for the rest of the Interstate circuit in Texas and E. V. Richards' Saenger chain in Louisiana,

and E. V. Richards' Saenger chain in Louisiana.
Meanwhile, FC continues to press its appeal to the board of trustees of the Atlanta Public Library from the ban announced by Christine Snith, member of the censor board. It will continue fighting the case while pushing bookings elsewhere in the south. Library trustees can overrule the censor.

New Eastman Memorial Rochester, N. Y., Aug. 30.

George Eastman House, an inde-pendent photographic educational institute organized here in 1947, institute organized here in 1944, will be opened to the public Nov. 9. House is expected to become a "world center for the demonstration of photography as an art and science."

science."

Building liself is a Georgian colonial which the late film pioneer put up in 1905. An adjunct of the photographic center will be the Dryden theatre, whose construction is due to start soon. A gift of the George B, Drydens, the structure will cost \$200,000. Mrs. Dryden thusiasm about this gathering with a word of caution . . . it would be night,

Johnston's P. R. Keynote

quence, he declared, is that a lack of unity weakens the industry's position in Washington. "As a house divided," he said, "we are infinitely less effective than if we spoke with a united voice on matters in which we have a common interest." Expanding on point three. John-

ston explained that cutting down lawsuits is not the purpose of the present meeting, "but perhaps the time will come when an industry gathering will consider it. I refer to the lawsuit situation now only as a phase of the public relations problem. Some other time, perhaps, we can study out ways to resolve our legitimate grievances without rushing to law about

Further striking the keynote of the two-day public relations huddle, Johnston explained: are here to find new ways of strengthening our relations wi one another and with the public-or attracting new and larger audi-ences to our theatres—and of ex-panding and amplifying the fruit-ful mission of the motion picture in promoting peace and under-stand among peoples everywhere."

MPAA chief pointed out that the MPAA chief pointed out that the industry is in the midst of a "triple-barrelled crisis." First is the foreign market; "we've met the first shock of that and are still alive;" second the "implications of recent court decisions." and third, the "home market—the domestic boxoffice;" which is blamed for the silde in grosses because of social boxoffice," which is blamed for the slide in grosses because of social and economic changes which must be met by the industry, i'cluding competitior from other amusements to the boxoffice dollar. Likewise, he pointed out that more than half the population in the bingoing age is 31 or older, but this group accounts for only one-third the tickets sold—"an untapped audience bigger than the whole British Empire and bigger than all South America."

Delegates Go Slowly, But Restrained Optimism Felt

As the meeting swung into its work, it became apparent that the delegates were proceeding with care and restrained optimism. Out care and restrained optimism. Out of the convention it was hoped that a temporary organization would be created to carry on the p.r. chores and that, ultimately, a permanent group would be formed. However, the delegates have not been authorized to agree to a permanent hence, they must report back on the temporary plan which may later develop into a permanent op-

later develop into a permanent operation.

This view was expressed by Ned E. Depinet, RKO prez who heads the MPAA community relations committee, whose axiom is: "You must crawl before you walk and walk before you run. It is hoped that the diaper stage is quickly passed and that we may soon be on firmer footing."

As evidence of the gravit

on firmer footing."

As evidence of the great progress made today (Tues), the conclave named five sub-committees to take up five generalized topics. On all sub-committees are reps from the nine organizations participating.

These committees are: 1. General public relations; 2. public relations as affecting the boxoffice; 3. public relations pertaining to inter-industry affairs; 4. discriminatory taxes and adverse legislation; 5. aspects of p.r. which are subject to basic research.

It was hinted that trade practices

It was hinted that trade practices may eventually be handled by a similar conference. But Depinet, chairmanning the meeting, was circhairmaining the meeting, was cir-cumspect in reiterating that no con-troversial subject be taken up at the present meeting. All reps agreed to eliminate trade practices agreed to eliminate trade practices as a subject on the insistence of Abram F. Myers, National Allied board chairman, with general agreement evidenced that discus-

agreement evidenced that discussions would be premature.

Depinet, in his address opening the conclave, lost no time striking a note of caution. After expressing great enthusiasm for the cooperative spirit which brought industryites together and optimism over what might be done, he added.

a dangerous delusion for us here to believe that the kind of comprehensive public relations program we need for our industry can be written in two days. One of the pitfalls this conference must avoid is our understandable desire to make haste and the temptation to emerge from this conference with a complete program."

Deninet, as did Johnston who

Depinet, as did Johnston, who followed him to the rostrum, asked an end to inter-industry feuding. "I urgently advocate a moratorium on name calling. The job ahead is big enough as it is to occupy our full time on constructive things," he said.

things," he said.

Among others speaking at the Tuesday morning session were Abram F. Myers, National Allied board chairman; Nicholas M. Schenck, Metro prexy; George Murphy, repping the Screen Actors Guild on the Motion Picture Industry Council; Robert O'Donnell, for the Variety clubs; Arthur Lockwood, TOA prez; J. J. Fitzgibbons, repping Canadian exhibs; Ellis Arnall Society of Independent wood, TOA prez; J. J. Fitzgibbons, repping Canadian exhibs; Ellis Arnall, Society of Independent Motion Picture Producers: Leo Brecker, Metropolitan Motion Picture Theatre Owners; Leonard Spigelgass, Screen Writers Guild; and Harry Brandt, Independent Independent Theatre Owners Assn.

Myers Eases Demands

Myers Eases Demands

Allied will not insist on the adoption of the much-discussed Finneran Plan which would bar erring stars from Hollywood studios, Myers told the conclave. "Flowever, Allied fully believes in the principle that something like the Finneran Plan must be adopted." Myers added. He acknowledged the generally expressed fear that Allied might upset the applecant by insisting on the plan's presentation in Chi. He left no doubt that while ready to concede on some points, Allied wanted the principle adopted. Schenek declared: "I'm 100% for

wanted the principle adopted. Schenek declared: "I'm 100% for this meeting. In 40 years in the industry, I think there has never been as much need for something like this as today. William Rodgers and Joseph Vogel will stay with you with full authority to act."

Murphy told of Hollywood's charity work and the contribution of stars to hospital benefits, "Let's not have our hassles in the street." Murphy said. "Differences opinion are healthy, Let's st them around a table like this."

Depinet had been unanimously elected permanent chairman, fol-owing his nomination by Brandt, rancis Harmon, MPAA veepee, was appointed permanent secretary by Depinet.

Aside from 1 rade practices, MPAA's community and exhibitor relations committee, which spark-plugged the Chicago conclave, went out of its way to avoid suggesting an agenda. Although its members met together all day yesterday (Monday) in advance of the meet an agenda. Although its memoers met together all day yesterday (Monday) in advance of the meet. Depinet asserted the only agenda would be what the participants in the conference desired to discuss. Aim of this is to avoid the appearance of MPAA trying to steam-roller or direct the sessions.

Members of the MPAA committee, who arrived Chicago Sunday (28) night, in addition to Depinet and Johnston, who is an exoffcionember, are William Rodgers, Metro veepee in charge of sales; Austin Keough, Paramount general counsel; Maurice Bergman, special aide to the president of Injuryers and Ergories Harmon. special aide to the president of Universal and Francis Harmon.

Calling the meeting "a shirt-ceve conference," Depinet asked sleeve conference." Depinet asked participants speak out with con-structive ideas on two questions: '11' "what can we do to protect our industry... from attacks from within and without, from discrimi-patory. Leading. Gensorship and within and without, from discrini-natory taxation, censorship and other adverse legislation and in-fluences?" and (2) "what can we do to pump new life into our veins and bring short this can we and bring about a healthier return on our investment."

The conclave is the most sig breadth of its type ever held breadth of industry facets represented and in the importance of its delegates. There are more than the interest of the concession of the concess sericed and in the importance of its delegates. There are more than 65 film people on hand, represent-ing nine major organizations and many subdivisions of the industry, including the tradepress. Ses-sions being held at the Drake he-tel here started this morning 'Tuesday) and wind up tomorrow night.

Treatness.

THE BOXOFFICE SKILL

OF A GREAT DIRECTOR

— THE TICKET-SELLING

POWER OF GREAT STAR

NAMES—THE ROMANTIC

APPEAL OF GREAT

DRAMA — MAKE IT

APPARENT TO EVERY

EXPERIENCED SHOWMAN

THAT HERE, INDEED, IS

Paramount presents Its Finest of '49

Olivia de Havilland Montgomery Clift Ralph Richardson WILLIAM WYLER'S

The Heiress

MIRIAM HOPKINS
MONA FREEMAN · VANESSA BROWN
SELENA ROYLE

Produced and Directed by William Wyler Screenplay by Ruth and Augustus Goetz Based upon their stage-play





A Truly Great Motion Picture

M-G Challenges Selznick's Sincerity In Tying Up 'Ivanhoe' Production

Vanguard Productions, which not long ago were in a stiff battle over rights to "Treasure Island," are at it again on another public domain property. This time it is Sir Walter Scott's "Ivanhoe." Issue is being set for arbitration.

Scott's "Ivanhoe." Issue is being set for arbitration.

Metro is objecting to Selznick's request for a six-month extension on his rights to the classic under the Motion Picture Assn. of America rules. Leo's squawk is that DOS is doing nothing to indicate any intention of producing the picture, that he is also laying claim to at least three other classics which he must produce in the next six months to one year in order to retain title and that he just can't go no bottling up the public domain field and not producing pix.

Selznick is now in Europe and has stated that he is taking a hiatus from production for a year or 18 months. In that case, Metro queries, what good would time extension be anyway. He'd have to produce "Ivanhoe" before the end of this year to maintain his rights. Original registration, which is granted by the MPAA for one year, expired June 30 and Selznick is asking six months' grace from then.

Rules provide that a producermay get the half-year extension if

months grace from then.

Rules provide that a producer
may get the half-year extension if
he can show evidence satisfactory
to the next studio in line for the
property that he is at work on it.
That is to prevent a producer from
losing his title while in the midst
of preparation. M-G sez DOS canmet produce such evidence. not produce such evidence.

Metro, in the meantime, has ob-Metro, in the meantime, has ob-tained waivers or tentative waivers from three other lots that stood ahead of it on claims to "Ivanhoe." They are Edward Sinall, Samuel Goldwyn, and RKO. RKO has not actually granted the waiver, but has agreed to do so when Metro shows evidence of being at work on a script.

Young-Rathvon

Continued from page 3 =

who is in New York prior to pushing on to Mexico, declared that his tieup with EL does not necessarily involve releasing four pix through that company. He maintained that some of his producers may not be free to use EL channels because it possible compiliations.

that some of his producers may not be free to use EL channels because of possible commitments to other companies. He conceded, however, that discussions are currently under way with EL toppers.

Granting of additional cash to EL would not have been made unless he agreed to supervise the funds, Rathvon said. "I know a great many people in Hollywood very well suited to produce films for Eagle Lion release. All they need is the necessary financing. That will be my job with the company."

Denies Topping Eagle Lion

Denies Topping Eagle Lion
Rathvon dismissed current rumors that he would ultimately
come into EL as its president. He
has no intention of working for
the company in an official status
either as prexy or production chief,
erstwhile RKO head declared.
Moreover, his tieup with EL would
not cut down his activities with his
own financing unit.

Aligned with Young Kirby and

own financing unit.

Aligned with Young. Kirhy and their syndicate are reported to be outside interests which have not heretofore been active in backing Pathe. If the \$5,000,000 promised by the group is forthcoming, it would solve EL's production problems for the coming year. Refinancing, however, will not affect a large loan outstanding to the First National Bank of Boston which was recently extended. That debt is secured by stock collateral posted by Young derived from the railroad magnate's other holdings.

This debt is not regarded as too

This debt is not regarded as too critical since the company previously demonstrated, under the Arthur Krim regime, that it has strong grossing possibilities when given ample product. Company, at that time, worked its way into the black for a number of months, slipping only after its supply of celluloid dwindled.

EL will release 12 pix during eptember, October and Novem-er Including Bryan Foy's Trapped" and "Port of New "Trapped" and "Port of New York," last two turned out by the Hollywood lot.

Won't Fit the Marquee

Indie producer Albert Jay ohen last week registered with the Motion Picture Assn.
of America's title bureau a feature film moniker that had inture film moniker that had in-dustryites scratching their heads. They were wondering what exactly he had in mind for the picture to which it was to be attached. The title: "The Psychiatrists' Convention."

Reissues Hit Their Postwar **Peak This Year**

Postwar peak in reissue business was reached in the early stretch of the current summer when some 4,000 U. S. theatres regularly booked the oldies during at least one change weekly. Business of peddling oldies hit its high during the June-July period because of a product shortage in strong new features. With the entry of bigger bo. hopefuls during August, sales execs report dwindling revenues and bookings for the past few weeks.

Belief is current that the reissue biz hit its absolute peak, possibly for many years to come, in the early '49 hot-weather stretch. Boosted releasing plans announced one change weekly. Business of

the early 49 not-weather stretch.
Boosted releasing plans announced
by many majors—particularly Metro and Columbia—is believed by
reissue peddlers to foreshadow a
decline from this year's lush redecline from this year's lush returns. Summer months, generally the best so far as volume of bookings are concerned, will be hurt along with the cooler stanzas by the higger outpouring of new films which the upped releasing schedules promise.

Absolute ceiling of 7,000 theatres which will take an unusually

Absolute ceiling of 7,000 theatres which will take an unusually strong solo or reissue packaged dualer has been hit a few times during the past year by distribs concentrating on selling the oldies. Average good package, it is said, can get into up to 6,000 houses, many of which ordinarily do not take on reissues.

Handled by these distribs, the top reissue (either packaged or single billed) can now bring in \$400.000 in a single time round the country. Two-year period is required to cover all houses available for hookings. On the average, however, distrib garners some \$150.000 per pic in working the U. S. territory.

Oldies are generally sold on flast to all houses except first-run, key city situations. Hence, their popularity among a raft of exhibs who count on regular patronage to give them a solid margin of profit. Costs of getting out a reissue, it is said, vary widely depending on the shape of the ple marked for re-release.

On this score, distribs are currently using 150 prints. Title

On this score, distribs are cur-ently using 150 prints. Title On this score, distribs are cur-rently using 150 prints. Title changes are frequently required as well as the necessity of cutting out scenes which are outdated for one reason or another. Ad campaigns are completely new. Censorship center which are the workship.

reason or another. Ad campaigns are completely new. Censorship costs must be met as though the pic were first issued.

Distribs are now getting approximately the same distribution fee for handling an oldie as they would be paid for a new film. Tab to the producer currently ranges from 25%-40%, depending on the pic. If reissuing presents an unusual problem, distrib fee is higher.

ATLANTA MGR. SLASHED

Atlanta, Aug. 30.
Walter Perry. 23. manager of
Temple theatre, neighborhood
house, was treated at Grady hospital last week after being slashed

pital last week after being slashed in left arm and shoulder by an unidentified assallant. He tol? police he had just closed boxoffice and was standing outside theatre when car pulled up. He said a man jumped out of the auto, stabbed him and fled. Perry said his assailant was a stranger to him.

Ultimate Choice

medium, including the channels it believes must be reserved for the service. Twentieth-Fox, to which the same six questions were sub-mitted, is expected to cover thea-tire TV programming in its reply, which will be filed here Friday which will be filed here Friday (2). Paramount's answers are due the same day but that company has not indicated what its reply will

In answering the six specific mestions, the Society said the In answering the six specific questions, the Society said the mlnimum frequency requirements for a limited nationwide theatre TV service would be three 50-megacycle channels. (Standard TV broadcasters now operate on a 6-me channel.) For a truly competitive service, though, the SMPE advocated from four to six 50-me channels for each program origination source, with as many as possible to be allocated between the 5,925-me and 7,125-me bands on the frequency spectrum.

These channels are necessary for each program source, according to

rnese channels are necessary of each program source, according to the SMPE, to provide remote pick-ups, transmission from a central studio or transmitter to local theatres and transmission from the central studios or transmitters in central studios or transmitters in one city to those in another city. "At the present time," the brief continued, "limited cable facilities might be made available for occasional transmission of low-definition monochrome theatre TV casional transmission of low-der-inition monochrome theatre TV pictures, hut would not be satisfac-tory for the type of theatre TV service considered necessary or for future high-detailed mono-chrome or color theatre TV pic-tures."

the chrome or color theatre TV pictures."

Theatre tele will need Government allocation of high-frequency channels, the SMPE said, since as of today, no existing common carriers (such as American Telephone & Telegraph's coaxial cables) have facilities fully available for theatre TV purposes. SMPE urged the FCC to reserve channels for large-screen video for the following reasons:

1. Nationwide theatre TV service, because of its instantaneous nature, will further the film industry's cooperation with the Government.

2. Events of outstanding historical importance or of great social interior teres are social.

cal importance or of great social significance may be viewed. Thus, "the people of the U. S. as a whole will be the beneficiaries of any

"the people of the U. S. as a whole will be the beneficiaries of any thoughtfully-established" service.

3. Theatre TV is as important as any other entertainment medium and should receive the same study, sanction and support by the Government as any comparable entertainment enterprise.

4. It will provide employment and "personal opportunity" for many people and thus deserves the opportunity for development and expansion accorded any new industry in the U. S.

Blumberg Explains

Continued from page 5

ed the pact. The presidents will then hold another meeting.

There was no talk of the steps to be taken if Blumberg's com-pany is found to be in violation.

There was no talk of the steps to be taken if Blumberg's company is found to be in violation. This could lead to fireworks if U were found to be failing to live up to the agreement and refused to back down from its new arrangement with Rank—as it undoubtedly would.

Samuel Goldwyn, David O. Selznick and 20th-Fox have all made deals win Sir Alexander Korda similar to U's with Rank, and Warner Bros. recently made one with Associated British Pictures Corp. These all similarly avoid payments into the "B Pool," which consists of earnings of Britishowned plx in the U. S. Dollar payments equal to it were to be made as a concession by the Brittsh in addition to the \$17,000,000 which is permitted for remittance annually to the U. S. companies from England.

First payment under the "B Pool" arrangement was made by Pool"

First payment under the Pool" arrangement was made First payment under the "B Pool" arrangement was made by Britain last week when authorization was given to permit conversion of pounds to the equivalent of \$500,000. Payment was due as of June 13, when the first year ended, but the companies are still in a hassle among themselves, and with the British government over exactly what should be counted in the pool. Initial conversion permit was merely on account, since the sum due is definitely larger that, no matter how it is figured.

Skelton Bows to Berle

Skelton Bows to Berle
Hollywood, Aug. 30.
While the rest of the world
is bristling with warlike
threats, the film studios are
getting along like old palsywalsies.
In "The Yellow Cab Man."
Metro will hand Warners a
plug with a background theatre marquee emblazoned with
"Always Leave Them Laughing." Understood the idea was
promoted by Red Skelton as
a favor to his pal, Milton Berle,
star of "Laughing."

Reade Mgr. Pleads Innocent on State Rap Albany, Aug. 30.

Reginald W. (Robert) Case, 47, Kingston city manager for Walter Reade Theatres and onetime State trooper, pleaded innocent before Supreme Court Justice Isadore Bookstein here last Wednesday (24) to a 126-count indictment charging him with defrauding the state of \$6.493 by collecting disability pension payments to which binity pension payments to which allegedly was not entitled. After surrendering to State police, he entered a plea of not guilty through Attorney William Risely, of Kingston, and was paroled in custody of his lawyer pending posting of \$1,500 bail.

ing of \$1,500 bail.

The theatre manager, who is also president of the Kingston Central Businessmen's Assn., said the State's charges "are news to me." Injured Aug. 19, 1931, near Utica, while chasing Vincent Coll. New York gangster, Case was retired on a pension of \$1,125. Under the State Retirement Law, Assistant Attorney General Sidney Gordon said that Case was entitled to earn only \$375 annually in private emonly \$375 annually in private ployment without causing a reducployment without causing a reduction in pension. Gordon stated the investigation showed Case had earned \$25.407 as a theatre manager between Jan. 1, 1944 and June 28, 1949.

Teen-Agers

tre attendance and that a lariat must be tossed out for them by making more mature pix if empty seats are to be filled. Virtually all observers agree with that, but wonder on the basis of such things as the "Roseanna" smash, whether the easier way isn't to forget the a.k.'s and to woo the pushover teen-age set.

Goldwynites, attributing their b.o wonder to one of those myste-rious somethings that makes show biz the gamble it is, have neverthe less been systematically endeav-oring to lay their finger on the se-cret of their success. Best that they have been able to establish in phone interviews with exhibs play-ing the pic is the teen-age angle. In this regard they feel that their

In this regard they feel that their young star, 15-year-old Joan Evans, might be part of the answer. There has been a tremendous publicity campaign on the kid, who was picked up by Goldwyn in New York and placed in a starring role despite the fact she had absolutely no experience or background for it. Goldwyn staffers feel that one of the secrets might be considerable identification by teen-age gals of themselves with Miss Evans. She might be any moderately attractive might be any moderately attractive might be any moderately attractive high school kid, and the others see in her the chance that they wish might have been theirs.

wish might have been theirs.

Farley Granger, male star of the pic, it is thought also might have a larger youthful following than was anticipated. Joe Alexander. city manager for RKO theatres in Cincinnati, and Ronald Coleman, manager of the Kearse theatre in Charleston, S. C., who were among those quizzed by the Goldwyn staff, both credited Granger with some of the draw. of the draw.

of the draw.

Heavy exploitation campaign, primarily via sending out groups of square dancers, was being credited last week for being partially responsible for the film's out-of-proportion success. While the bally is still considered important, there's less emphasis this week on its contribution, since the pic has now opened in numerous towns where there has been no extraplugging and has done about as well as even in those spots where Miss Evans and Granger were sent in p isonally for exploitation purposes.

Foreign Bubble

Continued from page 3

the past are seen in the critical pieces of Hollywood by Time mag in its cover story two weeks ago and by George Jean Nathan in his New York Journal-American column last week.

Foreign pic distribs in New York are fully agreed that the European well has pretty much run dry. Right after the war the distribs were able to dig into stockpiles of years' standing and strain out the best for U. S. consumption. That meant a high ratio of strong foreign product playing American houses.

Supply Very Dry

When the stockpiles were run

Supply Very Dry

When the stockpiles were run
through and the Yank art houses
and sureseaters had to begin living
on current production in Europe
the depression set in. Evidence of
their difficulty in finding suitable
films is clear in the switchover last
week to U. S. reissues of two of
New York's best-established arties,
They are the 55th Street Playhouse
and the Fifth Avenue, both operated by the Ilya Lopert-Sam Baker
interests. They are showing a
double bill currently of "Crime
Without Passion" and "The Scoundre!"

Other houses throughout the country are likewise suffering a shortage of foreign-made films, and a reverse trend is setting in on the increase that has taken place since the war in the number of theatres playing British and lingual nix

The foreign distribs, such as Lopert, Joseph Burstyn and Irvin Sha-piro, are in Europe this summer combing the vaults and trying to set deals for production of suitable French and Italian product. Al admit that there is very little to be found. Lopert, as a matter of fact, stated before he left that he had practically given up hope of finding anything pre-made, and was going to concentrate on deals in which he'd have a hand in the production himself

British pix, which were earning such paeans from the critics for awhile, appear to have turned com-pletely sour as far as they are conpictely sour as far as they are concerned. Aside from last years "Hamlet" and "Red Shoos" and this year's "Quartet." there's been nothing from London recently that has received more than mild praise. Much of the Rank and Sir Alexander Korda product that has been shown here has, on the other hand, been severely beaten up by the writers.

writers.
Whether the British and other Whether the British and other foreign pic-makers have lost their inspiration and their heads in an effort to emulate the bo. success of Hollywood, or whether the ratio of excellency in current production was never high, is a moot point among observers in this country. country.

Danny Kaye

Continued from page 3

Kathryn Grayson and Mario Lanza

Kathryn Grayson and Mario Lanza trekked to Philadelphia this week for preliminary bally on "That Midnight Kiss." M-G is also preparing a mass star appearance for the preem of "Battleground" at the Astor, N. Y., Nov. 11.

Columbia recently demonstrated the hallyhoo possihilities of the technique with its Al Jolson swing through the metropolitan New York area timed with the opening of "Jolson Sings Again." Paramount is grooming Bob Hope for another nationwide trip while Universal has been staging personals on a mass basis. on a mass basis.

on a mass basis.

Both 20th-Fox and RKO are also sold on the star junkets as a method of extracting peak exploitation on a film.

Metro Lining Up Junketing Program

Hollywood, Aug. 30.

Hollywood, Aug. 30.
Metro is lining up a series of promotional junkets, about six a year, with stars and production personel hitting the road to plug new pictures. It starts with Kathryn Gruyson and Mario Lanza going to Philadelphia for the preem of "That Midnight Kiss."

Philadelphia for the preem of "That Midnight Kiss."
Later junkets in clude Janet Leigh and Peter Lawford to Boston for "The Red Danube." Clarence Brown and Claude Jarman.
Oxford, Miss., for "Intruder Leight and Claude Jarman. ton for "The Red Dando."
s ence Brown and Claude Jarman,
Jr., to Oxford, Miss., for "Intruder
in the Dust." and Van Johnson,
John Hodiak, Ricardo Montalban,
and George Marphy to N. Y. and
Washing'on in November for "Battleground."

SEPTEMBER IS WORLD PREMIERE MONTH

FOR THE SEASON'S

OUTSTANDING BOX OFFICE PICTURE!

These Top Houses in Key Cities Already Dated!

SAENGER, NEW ORLEANS • MAYFAIR, NEW YORK • DENVER, DENVER • STANTON, PHILADELPHIA PARAMOUNT, BOSTON • FENWAY, BOSTON • PARAMOUNT, NEW HAVEN • FULTON, PITTSBURGH STATE, CLEVELAND • PALACE, CINCINNATI • PALMS STATE, DETROIT • STATE LAKE, CHICAGO INDIANA, INDIANAPOLIS • WARNER, MILWAUKEE • UPTOWN, KANSAS CITY • TOWER, KANSAS CITY FAIRWAY, KANSAS CITY • DES MOINES, DES MOINES • ROOSEVELT, DES MOINES • MISSOURI, ST. LOUIS WARNER, WASHINGTON • MAYFAIR, BALTIMORE • FOX, ATLANTA • CAROLINA, CHARLOTTE • MALCO, MEMPHIS MAJESTIC, DALLAS • MAJESTIC, HOUSTON • MAJESTIC, SAN ANTONIO • MIDWEST, OKLAHOMA CITY PARAMOUNT, SEATTLE • LYRIC, SALT LAKE CITY • BROADWAY, PORTLAND, ORE. • FOX, SAN FRANCISCO PARAMOUNT, LOS ANGELES • PARAMOUNT, HOLLYWOOD • 20th CENTURY, BUFFALO • ORPHEUM, TULSA

JOHN WAYNE

Rougher..Tougher and More Romantic than ever in

THE FIGHTS KENTUCKAN

VERA RALSTON - PHILIP DORN - OLIVER HARDY - MARIE WINDSOR - JOHN HOWARD HUGO HAAS - GRANT WITHERS - ODETTE MYRTIL - PAUL FIX - Music by George Antheil - Director of Photography — Lee Garmes, A.S.C.

Written and Directed by GEORGE WAGGNER - A JOHN WAYNE PRODUCTION - A REPUBLIC PICTURE

Clips from Film Row

NEW YORK

Republic Pictures has pencilled in three regional sales meetings to be held next month in Los Angeles, Chicago and New York. Company prez Herbert J. Yates will attend all three conclaves over which James R. Grainger, exec-veepee in charge of sales and distribution, will preside. Initial gathering is set for Los Angeles, Sept. 7-8. Aside from Yates and Grainger, Edward L. Walton, veepee and assistant general sales manager, will be on hand as well as branch managers from some six western exchange areas. Company execs and branch chiefs, of course, will take in the Chi. and N. Y. huddles which are to be held Sept. 12-13 and Sept. 15-16, respectively.

Nelson Towler named Memphis branch manager for Eagle Lion. Towler formerly was salesman with the Atlanta exchange.

R. E. Smith becomes film buyer and Carroll J. Lawler a new booker for Shea circuit according to loop's head, E. C. Grainger, Posts became vacant following recent death of Jack Shea who handled those departments in the past. Smith came to New York in 1947 as Grainger's assistant while Lawler moves over from organization's executive staff.

Universal has boosted Mrs. Estelle Nathan to head of the company's still dept, and library in New York. She replaces Lillian Thompson, who died two weeks ago following an emergency operation. Mrs. Nathan has been with U's statistical dept. for the past 10 years.

CHICAGO

CHICAGO

Essaness Byrd, Lamarr and Sheridan theatres held over "In Good Old Summertime" for second

Good Old Summerttime" for second week.

In a surprise move, Myles Seely has subpoenaed all the clients of Seymour Simon, film attorney, in the South Bend Auto-Drive-In equity action, for depositions.

RKO took large space ads to invite crix who panned "Mighty Joe Young," which just finished four weeks at RKO Grand to view the pic again in view of the large crowds.

ALBANY

Strict enforcement by police here a regulation barring standees local theatres is costing Strict enforcement by police here of a regulation barring standees in local theatres is costing latter money, and causing head-aches. In effect for only about three weeks, edict is apt to have more for reaching effects with upbeat in business. Figured It could slice \$1,000 or more from weekly gross of two downtown weekly gross of two downtown houses. Police department notified theatre managers that henceforth no tickets were to be sold when caacity was reached.

Projectionists' Local 324. in

New York Theatres





'I Was a Male War Bride'

A 20th Century-Fox Picture

on Varity Stage-JACK HALEY and
MARTH-A STEWAR HIGHTS'
Starring JOAN HYLDOST and
ROXY 7th Ave. 8

ROXY 7th Ave. 8

Beth 8t.

RADIO CITY MUSIC HALL Judy GARLAND . Van JOHNSON "IN THE GOOD
OLD SUMMERTIME"
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
PPECTAGULAR STAGE PRESENTATION

Kerasotes Theatres, Inc., Spring-field, Ill., planning a new house in Chillicothe, Ill., where it owns the Sunset and Palace.
Fanchon & Marco Scrvice Corp., lessees of the Shubert, which was shuttered during the sunamer, will relight house Aug. 31.
T. R. DeField, owner of Lyric, East Prairic, Mo., bedded by illness.

ness.
Recently incorporated Jablonow-Komm Theatres, Inc., closed 10 year lease on Mound drive-in, 1,000-car project, opened last July 4 by the Pimes Co., near Collinsville, Ill.

MINNEAPOLIS

State, Minnesota Amus. Co. "A" loop first-run, reopened after being shuttered five days for redec-

ing shuttered nve days for redecorating.

Bennie Berger, North Central Allied prexy and circuit owner, vacationing in northern Minnesota.

Maxwell Shane looked at smaltown high schools near here with idea of filming location footage for his picture, "The Hickory Stick."

Stick."

Ray Aliison, Aitoona, Pa., clrcuit owner, here with wife after
checkup at Mayo clinle, Rochester, cuit

Minn.

Film Classics gets a booking for first time in both Minneapolis and St. Paul RKO-Orpheums for "Lost Paundries"

St. Paul RKO-Orpheums for "Lost Boundries."

Bill and Sidney Volk, independent circuit owners, vacationed at Breezy Point, Minn, resort.

Despite opposition of local independent exhibitor group and other downtown interests, Lyceum, legit house, has been granted 28-day availability by Metro, 20th-Fox and Warners. It will be in effect a second-run downtown house, playing these major company pix for what amounts to Loop return dates less than month after their firstruns. Minneapolis has not had a second-run, return-date downtown theatre since Paramount circuit changed Lyric to a moveover policy.

PITTSBURGH

Max Silverman named manager of WB's Manor theatre, succeed-ing the late Joe Blowitz. He trans-fers to Squirrel Hill nabe from Max Silverman named manager of WB's Manor theatre, succeeding the late Joe Blowitz. He transfers to Squirrel Hill nabe from Kenyon. John Macicoce moves from Belmar to Kenyon and Jack Keiffer, former assistant at Stanley who was recently promoted, replaces Macicoce at Belmar.

Mannie Brown, formerly with Par In Buffalo, has joined RKO sales staff. He takes over spot ieft vacant by switch of Stanley Dudelson to Detroit exchange.

Sunday services of St. Elzabeth's Church in Corry, Pa., being held in Blatt Bros. Rex theatre while men of parish aid in demolition of old church.

Mort Magill, one-time manager for UA in Pittsburgh, now operating Principal Films exchange in Philadelphia.

PHILADELPHIA

William Goldman Theatres chaln takes over Warner's State, 4.000-seat key nabe, this week. When Goldman acquired this key house last spring, there were reports that he planned to make it a firstrum but exchanges have been told that it will continue with its present

clearances, also that the house expects to become a first run operation.

Lou Davidoff succeeded John Turner as head film buyer for Standey-Warner Theatres. Davidoff was for years assistant to Turner, who resigned this month to become branch manager for United Artists.

Woodside Park, which discontinued Sunday stage bills in favor of large screen television, has clocked to huge attendance figures for the

large screen television, nas clocked up huge attendance figures for the free video shows. C. G. Keeney, veteran Reading exhibitor and business associate of Jay Emanuel and Frank McNamee, retiring after 43 years in the in-

DALLAS

J. Houlihan, manager anno Republic J. Houlihan, Republic branch manager announced ap-pointment of Bernard Brager, for-mer office manager, key city sales-man, replacing Clyde Houston, re-signed. J. E. Mitcheli succeeds Brager.

signed. J. E. Mitchell succeeds Brager.
Truman Hendrix will replace William C. Houston Jr., as Republic booker, latter resigning.
Gaylynn Theatre Bidg. is expected to be completed in Beaumont around Oct. 1, according to S. L. Oakley, general manager of the Jefferson Amus. Co., builders. In addition to 1,400-seat Gaylynn theatre, building will have space for six stores.

John L. Franconi, who recently yold his Screen Guild franchise, formed new operating unit with Clair E. Hilgers to handle Realart Pictures.

Clair E. Hilgers to handle Realart Pictures.
The Texas, 450-seat nabe in Waco, Texas, sold by Interstate Circuit to Abe Levy, indie theatre owner who also operates the Rivoll and Strand. Interstate retains its Interest in two downtown firstruns, Waco and Orpheum, and 25th Street nabe there.

Nine drive-ins in Montana keep-ng distribs here busy on older

product.
Dick Iba, now Universal salesman for Montana, replacing Carl

man for Montana, replacing Carl Mock, resigned. Warren is latest theatre to open in Missoula. Screen of State drive-in, Mis-soula, grounded by heavy wind shortly after opening. Manager Bill Fowers replacing with steel tower.

tower.

Bruce Wendorff, former theatre manager here, now with National Theatre Supply in Omaha.

MEMPHIS

Jim Thames, southern Metro flack, named assistant manager of nack, named assistant manager or Arkansas Amusement Theatres, Little Rock. Chain is run by Robb and Rowley of Dallas, with Dave Callahan in charge of Little Rock area. Thames will double-in-brass by handling exploitation for cir-cuit.

cuit.
J. K. Jameson bought the Belinda, McCory, Ark., from veteran Tri-state showman Paul Meyers.
Dave Lebovitz, Memphis theatre operator, who runs two nabe houses here, is bringing the Louis Jordan band to Memphis' famed Beale Ave. Auditorium Sept. 15.

DENVER

C. J. Duer, lately Paramount manager here, slated to go to Los Angeles for the company, has passed up that chance and stays here as salesman covering Denver and Western Colorado, succeeding Jack Felix, who moved over to

James Hall puts films into Tex-line, Texas, via 170-seat Texline. George Hodge, city manager, La-mar, Colo., for Atlas Theatres, George Hodge, city manager, Lamar, Colo., for Atlas Theatres, swaps places with Bud Dixon, Gothic, Denver, manager. Paul Rudick goes from Jewel, Denver, to Rex, Brighton, succeeding Phil Phillipson, resigned. Bill Royster, exploiteer, made Jewel manager.

BOSTON

Martin Mullin and Louis Perini, co-chairmen of Childrens Cancer Research Foundation announced that \$825,000 has been collected in the 1949 "Jimmy Drive" of the Foundation

roundation.

Joe Rahilly, former booker for the Veterans Administration, added to the booking staff at Metro. He had been with Metro here for 13 years, resigning in 1946 to join the VA.

DETROIT

Waldo Mudgett, formerly with W. W. Garrison Ad Agency, joined planning department of Jam Handy Organization.

Biil "Hopaiong Cassidy" Boyd attracted many western fans in a personal at a local department store.

Picture Grosses

DENVER

(Continued from page 13) and "House Across Street" (WB), also Broadway, West Drive-In. Brisk \$9,000. Last week, subsequent run.

Brisk \$9,000. Last week, subsequent run.

Esquire (Fox) (742; 35-74)—
"Africa Screams" (UA) and "One
Last Fling" (WB), also Denver,
Webber. Only \$300 in three days,
so yanked. Last week, "You're My
Everything" (20th) and "Lone Wolf
Lady" (Col), good \$3,000.

Orpheum (RKO) (2,600; 35-74)—
"Great Sinner" (M-G) and "Conspiracy in Teheran" (UA), Okay
\$14,000. Last week, "Any Number
Play" (M-G) and "Gay Amigo"
(UA), fine \$17,500.

Paramount (Fox) (2,200; 35-74)—

(UA), fine \$17,500.

Paramount (Fox) (2,200; 35-74)—
"Not Wanted" (FC) and "Amazon
Quest" (FC), day-date with Rialto.
Slim \$8,000, Last week, "Johnshallegro" (Col) and "Leave To
Henry" (Mono), \$7,500.

nenry (Mono), \$7,500.

Rialto (Fox) (878; 35-74)—"Not Wanted" (FC) and "Amazon Quest" (FC), also Paramount. Fair \$2,500.

Last week, "Johnny Allegro" (Col) and "Leave To Henry" (Mono), \$1,500

500.

Webber (Fox) (750; 35-74)—
"Africa Screams" (UA) and "One
Last Fling" (WB), also Denver, Esquire. Fair \$2,000. Last week
"You're My Everything" (20th) and
"Lone Wolf Lady" (Coi), good \$2,500.

West Drive-In (Wolfberg) (950 cars; 74)—"Girl Jones Beach" (WB and "House Across Street" (WB) also Broadway, East Drive-In. Big \$10,000 or near. Last week, subse-

'STEAL' BIG \$13,000, TORONTO: 'MAGIC' 8½G

Toronto, Aug. 30.

Opening of Canadian National Exhibition is boosting biz here with "Big Steal" best newcomer in three spots. "Black Magic" shapes passable at Loew's.

Estimate. Estimates for This Week

Capitol, Nortown, Shea's (FP) (1,-079, 959, 2,386)—"Blg Steal" (RKO). Hefty \$13,000. Last week, "You're My Everything" (20th) (2d wk), \$12,500.

\$12,500.

Downtown, Glendale, Searboro, State (20th) (1,059, 955, 698, 694; 35-60)—"Purple Heart" (20th) and "Guadalcanal Diary" (20th) (reissues). Lusty \$12,000. Last week, "Johnny Allegro" (Col) and "Law Barbary Coast" (Col), ditto.

Eglinton University (ED) (1,060.

Barbary Coast" (Col) and "Law Barbary Coast" (Col), ditto.

Eglinton, University (FP) (1,080; 1,556; 40-60)—"Anna Lucasta" (Col) (2d wk). Okay \$7,500 after last week's \$10,000.

Imperial (FP) (3,373; 40-70)—"Mighty Joe Young" (RKO) (20 wk). Fell off sharply to \$6,000 in 3 days; then yanked. Last week huge \$16,500. "Silver Lining" (WB) opens Wednesday (31).

Loew's (Loew) (2,096; 40-70)—"Black Magic" (UA). Passable \$8.500. Last week, "Neptune's Daughter" (M-G) (4th wk), okay \$5,500.

Odeon (Rank) (2,096; 35-\$1.20)—"Passport to Pimileo" (EL) (2d wk). Strong \$10,000 after last week's \$13,000.

K. C. Cooler, Biz Same; 'Entry'-'Step' \$15,000

Kansas City, Aug. 30.
Cooler weather is helping biz
here while film fare stays moderate
in quality. Fox Midwest continues
double bill policy in its three-theatre combo with "Illegal Entry" and
"Take One Faise Step" doing good
session. "Black Magic," topping
Midland bill, looks modest. Estimates for This Week

Estimates for This week
Midland (Loew's) (3,500; 45-65)
—"Black Magic" (UA) and "Law
Barbary Coast" (Col), Moderate
\$13,000. Last week, "Anna Lucasta"
(Col) and "Lone Wolf Lady" (Col),

\$12,000.

Missouri (RKO) (2,650; 45-65).

"Fountainhead" (WB) and "Follow Me Quietly" (WB) (2d wk). Light \$8,500. Last week, oke \$13,000.

Paramount (Par' (1,900; 45-65).

"It's Great Feeling" (WB) (2d wk). Acceptable \$9,000. Last week, \$14,000.

Rosy (December 1).

'FEELING' STANDOUT IN SLOW SEATTLE, \$13,000

Seattle, Aug. 30.
Takings are slim this round,
"Great Feeling" at Orpheum is
about the only exception to downbeat, being big. "Once More, My
Darling" shapes especially dull at
Paramount. Estimates for This Week

Coliseum (H-E) (1.877; 50-84)—
"Mighty Joe Young" (RKO) and
"Make Mine Laughs" (RKO) (2d
wk-5 days). Down to \$6,000 after
immense \$14,600 last week.

Fifth Avenue (H-E) (2,349; 50-84)

— "Secret Garden" (M-G) and
"Grand Canyon" (SG). Dim \$5,500,
Last week, "Good Old Summertime" (M-G) and "Skyliner" (SG),
(3d wk), good \$6,700.

WK), good \$6,700. Inc.) (1,650, 50-84) — "Doolins of Oklahoma" (Col) and "Air Hostess" (Col) (2d wk). Off to \$7,000. Last week, swell \$9,200.

swell \$9,200.

Music Box (H-E) (850; 50-84)—
"Silver Lining" (WB) and "One
Last Fling" (WB) (5th wk). Big \$3,500 after \$4.000 last week.

Music Hall (H-E) (2,200; 50-84)—
"Great Sinner" (M-G) and "Louisiana Story" (Indie) (2d wk). Goo
\$6,000 following nice \$9,600 last
session.

and story (Inder) (2d WR). Good 56,000 following nice \$9,600 last session.

Orpheum (H-E) (2,600; 50-84)—
"It's Great Feeling" (WB) and "Postoffice Investigator" (Rep). Big \$13,000. Last weck, "Lucasta" (Col) (2d wk), oke \$5,500 in 6 days, Palomar (Sterling) (1,350; 50-84)—
"Late For Tears" (UA) and "Green Promise" (RKO) (2d runs) plus stages, Slow \$4,500. Last week, "Colorado Territory" (WB) and "Jigsaw" (UA) (2d runs) plus stageshow, fair \$5,000.

Paramount (H-E) (3,039; 50-84)—
"Once More, My Darling" (U) and "Mysterious Desperado" (RKO), Dim \$6,500. Last week "Siattery's Hurricane" (20th) and "Counter Punch" (Mono), oke \$8,600 in 9 days.

BALTIMORE

(Continued from page 12) week, "Crooked Way"

(Continue Continue Co

\$12,500. Stanley (WB) (3,280; 25-75)—"It's Great Feeling" (WB) (2d wk). Main-taining very steady gait at \$16,000 after breezing in with fine \$16,800

after breezing in with fine \$16,800 opener.

Town (Rappaport) (1,500; 35-65)

—"Mr. Soft Touch" (Col). Mild \$9,000. Last week, "Mighty Joe Young" (RKO) (2d wk). \$6,600 following smash \$13,700 first week.



ring DOUGLAS 4 ENGINE

LOS ANGELES 'OO SAN FRANCISCO CHICAGO \$28.75 AIRLINE RESERVATIONS

TIMES SQUARE BRyant 9-6492

GRAND CENTRAL MUrray hill 7-6415 509 5th Avenue BROOKLYF MAin 5-5621 Hotel St. George, Clark St.

LA GUARDIA Hickory 6-0710 U. S. Gov't appyd. Indep. Airlines

BRAND NEW BRENTWOOD HOM Hillside View Patio
Bedrooms
Bathers
Firepinces
Completely Furnished and

Completely Furnished and Equipped, Latest Appliances. For Lease—Possible Sale dalaw 2-2960—(Restylew 6-3637



H'wood Fights Back

here, will participate in a broad-gcale onslaught on their detractors. The modus operandi is still to be determined—whether it will be ac-complished through the Motion picture Assn. of America, through an entirely new and independent setup, or by hirting some high-priced outside public relations or-ganization.

priced outside public relations or ganization.

The spirit of the delegates here, as far as can be determined, favors establishing a new, industry-controlled unit. In any case, its full time job would be to acquaint the nation's theatregoers with the bright side of the Hollywood picture. Major company publicity-advertising directors, represented here by Warner Bros'. Mort Blumenstock, will fight off any efforts to use their staffs, or anyone's staffs, in a halftime fling at the job. Their experience has been that anything less than a real effort, unhampered by pressures of day-to-day picture-selling, is the only one worth making.

making.

Who would set up such an organization, who would run it, how it would be financed, etc., are among the details that may be hammered out of the meeting here by adjournment time tomorrow (Wednesday) night. More likely, however, they'll be turned over to a permanization.

Top P.R. Committee

Chicago, Aug. 30.

Top-working committee has been set up by the public relations meet here which will actually mastermind the reports of a group of five subcommittees. Overall planning group is sitting in continuous session to slft through the recommendations.

Coordinating group named

Coordinating group named

consists of:
William Ainsworth—Nation-

William
Al Allied.
Max Cohen — Independent
Theatre Owners Assn.
Leo Brecker—Metropolitan
Motion Picture Theatre own-

Ned E. Depinet-Motion Picture Assn. of America.

Roy Brewer—Motion Picture

Roy Brewer—Motlon Picture Industry Council.

Rotus Harvey—Pacific Coast Conference of Independent Theatre Owners.

Gael Sullivan — Theatre Owners of America.

Robert J. Rubin — Society of Independent Motion Picture Producers.

Abel Green — Tradepress Publishers.

nent committee which is certain to grow out of these sessions.

It will take a long time to co-ordinate all the views, but the in-dustry avas never nearer to that than now, as evidenced by the sincerity and good will shown by production, distribution, exhibition, union, guild, tradepaper and other reps here.

Exhibs to Be Used

Exhibs to Be Used

The 18,000 theatremen throughout the country, continually referred to here as the first line of attack in any public relations campalgn because of their closeness to the grassroots patron, will be used in the campaign as much as possible—probably with material provided at least in part, by the Hollywood writers whom the Motion Picture Industry Council reps claim have unequalled talent that they'd like to throw into such a fray.

fray.

Another angle will undoubtedly be a speakers' bureau. It would work with local exhibs and organizations in bringing everyone from top Hollywood stars to an oratorically gifted exhib in a nearby town to local meetings. In this way the shopkeeper, the chamber of commerce secretary and the small business people of America would see for themselves, firsthand, that he industry is made up of seriousminded businessmen, artists and artisans, that tall tales out of Hollywood might make Interesting reading in a newspaper column, but that they are exaggerated out of all proportion.

In line with all this thinking.

or all proportion.

In line with all this thinking, one of the statements that privately won most applause from observers here came from Abram F. Myers, board chairman and general counsel for Allied States Theatres Assn. He went out of his way to make clear to assembled

execs that they must consider pullic relations separate and apart
from publicity and exploitation. It
was generally agreed that the two
have been too often confused in
the past, with poor results.
Many other suggestions have
been made, running from trailers
to a grand tour by Eric Johnston
and a bevy of stars, latter suggestion being entered by Spyros
Skouras, 20th-Fox prexy. All the
proposals have been put before an
overall public relations committee
and will be discussed today and
tomorrow. tomorrow.

Skouras Urges

cers putting up the rest of the coin but splitting 50-50 on the profits.

profits.

In a general roundup of conditions abroad, the 20th topper noted a considerable improvement in countries aided by the Economic Cooperation Administration. For film business, Italy is the only country in top shape, both as to production and exhibition. Boxoffice grosses are dipping slightly in all other countries and rising costs have made production "difficult." Despite this, Skouras sald, 20th will continue its policy of producing any picture abroad whose subject calls for a particular foreign locale. lar foreign locale.

lar foreign locale.

Britain Can't Turn Out 40 a Year Explaining why 20th had withdrawn from the so-called unit plan in England, which prevents the dualing of American and British films on the same bill, Skouras said British producers could not possibly turn out more than 40 pix this year. As a result, he said, 20th can see no reason in continuing the plan. He scotched reports that he had negotiated a deal with J. Arthur Rank to provide playing time for 20th films in England, saying they were "entirely untrue."

turn out as many as 100 pictures a year. Unlike Hollywood, he pointed out, the British lack the necessary trained technicians and personnel to support such an ambitious program. British situation is especially unfortunate, he added, since production costs were mounting and the boxofice was silding off during the time they tried to increase their production. Skouras noted, however, that the British b.o. today on an average is better than the U. S., estimating it about pars the 1943 or 1944 grosses.

grosses.

Twentieth prez revealed he had told John J. McCloy, U. S. high commissioner ln Germany, that it would be unwise for the Government to select the films to be shown in that country. To best demonstrate to Germans the American way of life, he advocated the Government permit the company presidents to select the pix. but limit them to no more than 15 or 20 a year from each studio in order to preclude flooding the German market.

market.
Skouras said 20th will build theatres in any foreign country where it will be able to remit earnings from the theatres. Move is particularly advisable at this time, he said, when 20th faces the possibility of domestic divorcement. Company has already decided to erect four theatres in Israel and one in Alexandria, Egypt. Each theatre in Israel, he said, will provide office space for doctors, dentists, etc., which is desperately needed at this time.

Evades 2 Issues

Evades 2 Issues

Skouras declined to discuss the two subjects which have received most emphasis recently—Government-enforced divorcement and 20th's attempt to buy a 50% interest in J. Arthur Rank's Odeon circuit in Canada.

The two are directly linked, since 20th will need theatre earnings from whatever source possible if it is forced to divest itself of its theatre holdings in the U.S.

oth can see no reason in continuing the plan. He scotched reports hat he had negotiated a deal with . Arthur Rank to provide playing time for 20th films in England, aying they were "entirely unrue."

British industry, he said, went a over its head in attempting to

Odlum's RKO Option

crow the \$1,500,000 binder he put up. However, all the participants with hlm in the financing are stand-ing by and ready to advance their share of the coin again when Hughes is ready to reopen negotia-tion.

Kingsberg Still in It

Kingsberg Still in It

Malcolm Kingsberg, prexy of the
RKO circuit, is also still in the
fight to obtain the 929,020 shares,
representing 24% of the outstanding stock, which Hughes owns in
the approximately 100 houses involved. Whether Kingsberg was
ever able to get a syndicate together to match the Meyer bid is
beclouded. Some sources say he
niet it, some say he exceeded it,
and some equally reliable ones say
he couldn't get enough coin together to make a bid. And Hughes,
the only man who can impartially
answer the question, won't talk,
With the temporary hiatus on all

answer the question, won't talk.
With the temporary hiatus on all bids, however, the Atlas option again comes to the fore. Hughes' stand reportedly is that Odlum had his chance and refused to meet the best bid, as called for under terms of the deal, and therefore let his option slide. Odlum takes the opposing viewpoint that if Hughes doesn't accept any other bid, the \$4,500,000 option still stands. Impartial lawyers admit that the matter is open to argument and litigation under terms of the option. Pertinent paragraph states:
"I (Hughes) shall use my best ef-

tion. Pertinent paragraph states:
"I (Hughes) shall use my best efforts to obtain one or more cash offers from financially responsible persons, firms or corporations, and the one of these offers that is most acceptable to me shall be the one which shall determine the price hereunder. You shall have two days to accept such offer after I have disclosed it to you and made the same offer to you firmly. I agree that at least eight days prior to the time when I shall make such offer to you firmly. I will disclose offer to you firmly, I will disclose to you tentatively its terms so that

of his bid after six weeks of negotiation and months involved in getting the deal together.

Meyer has withdrawn from escrew the \$1.500,000 binder he put up. However, all the participants with him in the financing are standing by and ready to advance their share of the coin again when

exceed \$4,500,000."

Odlum viewpoint is that since Hughes accepted no offer then none could have been "the most acceptable." In any event, he had previously challenged the validity of the Meyer offer, suggesting that it was not bona bide but a method of bidding up the price. He sent a series of questions to Hughes hesitate to file suit since the charge general legal opinion was that he'd and hinted at litigation, although would be extremely difficult to prove.

RKO Divorce

is said to be in the red for about \$2,000,000. It is believed that the company has a good chance of operating in the black during the rest of '49. Without a sensational recovery, however, it cannot rally to the point of overcoming its earlier losses.

Company was particularly hard hlt, distribution-wise, by the late spring boxoffice slump. Its gross for the second quarter dropped to \$21,900,000 compared to \$28,681,-555 for the same period of last

year.

Despite its loss, production-distribution unit would probably have ample cash reserves since the theatre unit is making an extraordinary distribution of \$10,000,000 cash to it prior to the splitup. Fund is being paid by way of a dividend and reduction of capital. Nonetheless, if the production-distribution unit was forced to take this year's loss alone, it would represent something of a dent in the working capital.



WPEN, Philly, Lines Up 11 Indies As Nucleus for Sports B'cast Web

Philadelphia, Aug. 30.

WPEN, 5,000-watt indie, is sparking a new Sports Broadcast Network with 11 independent radio
stations already lined up, and negotiations swinging to bring the
string up to at least 50 by the time
the grid calendar gets into operation in late September.

the grid calendar gets into operation in late September.

Idea stems from Jack Hensel, of the Weightman ad agency, with Albert J. Sylk, owner of WPEN. The new "network" was officially launched with 11 stations, all of whom get in on the ground floor. It was organized exclusively for the purposes of making it possible for the indies to carry major sports events live.

The initial links in the new sports chain are: WPAM, Pottsville, Pa.; WSNJ Bridgeton, N. J.; WKOK, Sunbury, Pa.; WHAP, Hopewell, Va.; WFPG, Atlantic City; WEEU, Reading, Pa.; WNOW, York, Pa.; WAMS, Wilmington, Del.; WOKO, Albany, N. Y.; WLAN, Lancaster, Pa., and WAEB, Allentown, Pa.

Already signed by SBN are airling rights for all at-home and away games of the Philadelphia Eagles, professional football champions, and the boxing bouts promoted by Harry Steinman, Latin Casino owner, who is putting on bouts at Philly's Convention Hall, starting Sept. 21. Steinman hall, starting Sept. 21. Steinman hall, starting for the promoter.

The Sports net is dickering for major events in average field of the promoter.

lined up some impressive ring cards for his Initial fling as a fight promoter.

The Sports net Is dickering for major events in every field of athletics. The new web will peddle the games to national and regional advertisers, permitting time buyers to take as many stations as they want, in as many towns as they like. Individual station retains its own rights whether to come in on web sale or to peddle the events to a local sponsor, or even carry the games sustaining.

Additional stations are being invited, on a planned scale, to cut down to a minimum the wire costs involved. Instead of direct wires from the origination point, each station in the link will take the games and bouts by direct wire from the network station in the hearest town. Web figures on spotting its stations about 40 miles an opportunity to carry major athletic events live, without having prohibitive wire bills.

No organizational setup for the new network as yet. Rensel is serving as general manager.

Eigen in Switch to WMGM Next Month When Jock's **WINS Contract Expires**

WINS Contract Expires

Jack Eigen, who since April,
1947, has conducted a disk jockey
session over WINS. N. Y., from the
New York Copacabana, will join
the Loew station, WMGM, late
next month, when his WINS contract expires. WINS isn't renewing Eigen because it is dropping
the early a.m. hours to get its
transmitter into shape in anticipation of the FCC upping it to 50,000
watts. Station is now 50,000 day
and 10,000 after 6 p.m.
Eigen will be spieling the same
hours for WMGM as he did with
WINS, 1-4 a.m., and he'll do the
same type of program, jockeying
plus interviews. His WINS deal
ends Sept. 25 and begins on
WMGM the next night. Beginning
Sept. 26 WINS will sign off at
1 a.m. and resume at 6 a.m.

ATLANTA CANDIDATES POUR COIN INTO RADIO

Atlanta, Aug. 30.

Atlanta, Aug. 30.
Flood of fresh coin is pouring into Atlanta's radio stations as municipal election nears its climax. Election date is Sept. 7.
Chief interest centers in race for mayor, which has simmered down to contest between incumbent, Mayor William B. Hartsfield, and Charlie Brown, ex-commissioner of Fulton County. Two other men in the race are not cutting much figure, but are in there punching and spending radio coin just the same. Also to be elected are full slate of aldermen and councilmen, all of whom are buying radio time.



HUGH B. TERRY

KLZ's vice-president and general manager is one of the industry's best known managers; regional NAB director, Dist. No. 14: a BMB director; and recently American radio representative at UNESCO house, Paris.

KLZ. Denver.

Drys Rap Radio On **Liquor Question**

Philadelphia, Aug. 30.° s that the broadcasting Philadelphia, Aug. 30.*
Charges that the broadcasting companies and independent stations discriminate against the nation's dry forces were made here (27) by Rep. Joseph W. Bryson (D.-S. C.) speaking at the diamond jubilee convention of the National Women's Christian Temperance Union

Union.

Congressman Bryson, who is the author of the House Bill to ban advertising of alcoholic beverages in interstate commerce and over the radio, said the broadcasters refuse to give time to liquor's foes, but never hesitate to carry programs sponsored by the breweries and distilleries.

"Liquor advertising is out of hand since the repeal of Prohibition," Bryson declared. "The ll-(Continued on page 40)

(Continued on page 40)

Network Premieres

Following is a list of the new and returning shows scheduled to tee off on the major radio networks during the next 10 days:

Sept. 1

FBI in Peace and War. Drama. Thursday, 8 p.m. CBS. Procter & Gamble.

CBS. Procter Biow agency.
Suspense. Drama. Thursday. 9 p.m. CBS. Electric Auto-Lite. Newell-Emmett.
Sept. 2

Domestic com-

Sept. 2
Goldbergs. Domestic comedy. Friday, 8 p.m. CBS. General Foods. Young & Rubicam.
My Favorite Husband. Comedy. Friday, 8:30 p.m. CBS. General Foods. Young & Rubicam.

Sept. 4.

Sept. 4.

Behind the Story.
Sunday, 11 a.m. Mutual.
Sustaining.
Drew Pearson. News. Sunday, 6 p.m. ABC. Adam
Hat Stores. Weintraub.
Horace Heidt Show. Talent.
Sunday, 9:30 p.m. CBS. Philip
Morris. Biow.
Sept. 4.

Sept. 8

Sept. 8

Housewives' Money Maker.
Household hints. Thursday,
10:45 a.m. ABC. Sustaining.
Hallmark Playhouse. Drama.
Thursday, 10 p.m. CBS. Hall
Bros., Inc. Foote, Cone &
Belding.
Supper Club. Music. Thursday, 10 p.m. tnew once-weekly
format. NBC. Chesterfield
cigarets. Newell-Emmett.
Sept. 10

Sept. 10
Confidential Closeups. Interviews. Saturday, 5:45 p.m.
NBC. Animal Foundation.
Buffalo, Comstock & Duffies.

The Shifting Tides of Agency Activity—1944-49

1944
"Telephone Hour" (Bell Telephone)
Horace Heidt (Hires)
"Hook 'n' Ladder Follies" (Goodyear)
"Report to the Nation" (Electrical Cooperatives)

1944
"Bachelor's Children" (Wonder Bread)
"Can You Top This?" (Colgate)
"Inner Sanctum" (Colgate)
"Keepsakes" (Carter's Pills)
"The Open Door" (Standard Brands)
"Palmolive Party" (Colgate)

1944
"Cavalcade of America" (DuPont)
"Armstrong Theatre" (Armstrong Cork)
"Fashions in Rations" (Servel)
"Let's Pretend" (Cream of Wheat)
Phil Spitalny (Gen. Electric)
"To Your Good Health" (Squibb)

1944
"Crime Doctor" (Philip Morris)
"It Pays to Be Ignorant" (Philip Morris)
"Let Yourself Go" (Eversharp)
Ginny Simms (Philip Morris)
"Suspense" (Roma Wine)
"Take It or Leave It" (Eversharp)

1949 Dorothy Dix (Sealtest) "Telephone Hour" (Bell Telephone) Helen Hayes (Electric Cos.)

TED BATES

TIES

1949
Dennis Day (Colgate)
Judy Canova (Colgate)
"Our Miss Brooks" (Colgate)
Irene Beasley (Continental Baking)

BENTON & BOWLES "Maxwell House Show" (General Foods) "Portia Faces Life" (General Foods) "Prudential Family Hour" (Prudential) "Thin Man" (General Foods) "When a Girl Marries" (General Foods) "Woman of America" (P & G) "Young Doctor Malone" (General Foods)

"Family Hour of Stars" (Prudential)
"Railroad Hour" (Assn. of Amer. Railroads)
"Father Knows Best" (General Foods)
Red Skelton (P & G) (With Russel Seeds)
"When a Girl Marries" (General Foods)
"Portia Faces Life" (General Foods)
"Porty Mason" (P & G)
"Rosemary" (P & G)
"Rosemary" (P & G)
"Juvenile Jury" (General Foods)
"House of Mystery" (General Foods) (General Foods)

BBD&O

"Cavalcade of America" (DuPont)
"Armstrong Theatre" (Armstrong Cork)
Jack Benny (Lucky Strike)
Phil Harris-Alice Fay (Rexall)
"Sam Spade" (Wildroot)
"Theatre Guild of the Air" (U. S. Steel)
"Inner Sanctum" (Emerson Drug)
"Hit the Jackpot" (DeSoto)
Fred Waring (Gen. Electric)
"Let's Pretend" (Cream of Wheat)
"Hormel's Girl Corps" (Hormel)
"Hit Parade" (Lucky Strike)
Bob Hope (Lever Bros.)
Frank Sinatra-Dorothy Kirsten (Lucky Strike)

W

"1949
"This Is Your Life" (Philip Morris)
"Crime Photographer" (Philip Morris)
Horace Heidt (Philip Morris)
"Take It or Leave It" (Eversharp)
"Big Sister" (Spic and Span)
"Counterspy" (Pepsi Cola)
"FBI in Peace and War" (P & G)

COMPTON

1949
"Truth or Consequences" (P & G)
"Road of Life" (P & G)
"Young Doctor Malone" (P & G)
"Right to Happlness" (P & G)
Lowell Thomas (P & G)
"Guiding Light" (P & G)
"Brighter Day" (P & G)

1944 Boston Symphony (Allis Chalmers) "Brave Tomorrow" (P & G) "Breakfast at Sardfs" (P & G) "The Goldbergs" (P & G) "I Love a Mystery" (P & G) "Life Can Be Beautiful" (P & G) "Right to Happiness" (P & G) "Road of Life" (P & G) "Truth or Consequences" (P & G) "Vic and Sade" (P & G)

DANCER, FITZGERALD & SAMPLE

1949

"Beulak" (P & G)
Jack Smith" (P & G)

"Ma Perkins" (P & G)

"Light of the World" (Gen. Mills)

"Welcome Traveler" (P & G)

Betty Crocker (Gen. Mills)

"Stella Dallas" (Sterling)

"Young Widder Brown" (Sterling)

"Backstage Wife" (Sterling)

"Mystery Theatre" (Sterling)

"Mr. Chameleon" (Sterling)

"American Album" (Sterling) 1944

"Amanda of Honeymoon Lane" (Sterling Drug)
"American Album" (Sterling)
"American Melody Hour" (Sterling)
"Back Stage Wife" (Sterling)
"Stella Dallas" (Sterling)
"Easy Aces" (Anacin)
"Friday on Broadway" (Anacin)
"Front Page Farrell" (Wyeth Chemical)
"Hymns of All Churches" (Gen. Mills)
"Lorenzo Jones" (Sterling)
"Just Plain Bill" (Anacin)
"Light of the World (Gen. Mills)
"Lone Ranger" (Gen. Mills)
"Ma Perkins" (P & G)
"Manhattan Merry-Go-Round" (Sterling)
"Mr. Keen" (Kolynos)
"Our Gal Sunday" (Anacin)
"Romance of Helen Trent" (Amer. Home Productive Merry (Sterling)
"Today's Children" (Gen. Mills)
"Waltz Time" (Sterling)
"Young Widder Brown" (Sterling)

(Amer. Home Products)

1944 Abbott & Costello (Camel) "Blind Date" (Lehn & Fink) "Blondie" (Colgate) Jimmy Durante-Garry Moore (Camel)
"Grand Ole Opry" (Prince Albert)
Bob Hawk (Camel)

1944
Jack Berch (Kellogg)
"Breakfast at Sardi's" (Kellogg)
"Breakfast Club" (Kellogg)
"One Man's Family" (Standard B
"Superman" (Kellogg)

1944
"Death Valley Days" (Borax)
"Dr. Christian" (Vaseline)
"Grand Central Station" (Pillsbury)
John Charles Thomas (Westinghouse)
"Top of the Evening" (Westinghouse)

(Standard Brands)

WILLIAM ESTY 1949

1949
Screen Guild Players (Camel)
Jimmy Durante (Camel)
"Grand Ole Opry" (Prince Albert)
Vaughn Monroe (Camel)
Bob Hawk (Camel)

FOOTE, CONE & BELDING

1949
"Nora Drake" (Toni)
"Give and Take" (Toni)
"Hallmark Playhouse" (Hall Bros.)
"My Friend Irma" (Pepsodent) 1944
"Hit Parade" (Lucky Strike)
"All Time Hit Parade" (Lucky Strike)
Jack Carson (Campbell Soup)
"Cities Service Concert" (Cities Service)
"Here's to Romane" (Bourjois)
Bob Hope (Pepsodent)
Kay Kyser (Lucky Strike)

KENYON & ECKHARDT

"County Fair" (Borden)

McCANN-ERICKSON

"Arthur Godfrey Time" (National Biscuit)
"Breakfast Club" (Swift)
"Dr. Christian" (Chesebrough)
"Harvest of Stars" (Int'l Harvester)
"Straight Arrow" (National Biscuit)
Ted Malone (Westinghouse)
"The Sheriff" (Pacific Coast Borax)
"Sammy Kaye Showroom" (Chrysler Dealers)

(Continued on page 28)

REAPPRAISING THE AGENCIES

BBD&O: Brains, Billings, Duffy—Ouch! BBD&O IS THE 'Where's That New Biz?' Webs Ask

The saga of BBD&O and its emergence into the No. 1 agency spotlight is generally regarded by the trade as the Horatio Alger payoff to prexy Ben Duffy's masterminding—the same Duffy who parlayed a regime dating back 30 years to his BBD&O mailboy chores into gross billings of \$80,000,000 a year.

As a strictly U. S. institution (with no overseas representation), that's unparalleled in agency circles and a far cry from the days when (only a decade ago) BBD&O was gasping for billings breath and operating in the red.

that's unparalleled in agency circles and a far cry from the days when (only a decade ago) BBD&O was gasping for billings breath and operating in the red.

It was in 1938, to be exact, that BBD&O was floundering, following the checkout of Roy Durstine. Durstine, back in '31, brought to the agency business its initial bigtime radio splurging, with the LaPalina-Kate Smith showcase, the Ethyl Gas sponsorship of Andre Kostelanetz; John Charles Thomas show, the Hoffman Brewery 60-minute showcase for Nelson Eddy, the Julia Sanderson-Frank Crumit stanza, March of Time and other nighttime productions, which, in terms of 1931, represented radio show biz at its best. The "House of Duffy," with only "Cavaleade of America" and Phil Spitalny left as major network attractions five years ago, began fitting its stride when Duffy moved into the prexy spot three years ago. It was Duffy who, through the simple expedient of a postcard and a telephone call, wrapped up by the \$10,000,000 American Tobacco business, and is now moving into Vincent Riggio's video domain (now represented by N. W. Ayer). Only a couple weeks back Duffy sent an agency emissary to England for huddles with Robert Montgomery to lay the groundwork for a major Lucky Strike production. Something in the nature of a TV version of "Lux Radio Theatre," it would feature Montgomery to emcee the show and star in the weekly attractions.

Of the \$80,000,000 overail buildings, upwards of \$25,000,000 comes out of the agency's radio-TV columns, with about \$8,000,000 channelled into spots alone.

ABC to Move Today (Wed.) for Court Test on Legality of Giveaway Ban

Washington, Aug. 30. Action to test the legality of the FCC's ban on giveaway programs will be taken tomorrow (Wed.) by the ABC network, Variety learned yesterday, Preparations for a court test have been under way for the past week under the direction of Joseph A. McDonald veepee, secretary and general attorney of the web. The New York law firm of Cravath, Swain & Moore has been retained.

Efforts were being made to have papers ready for filing today. It is understood a complaint would be filed with the United States Circuit Court of Appeals of the Second Judicial Circuit, of which Learned Hand of New York is chief judge. McDonald was unable to say what ABC will ask of the court, pending final determination of legal strategy, but it was expected the web would request that the FCC order prohibiting certain types of money and prize shows be set aside until the merits have been argued by both sides. The ABC exec said his company would take action independently but he thought it likely that others would file. (CBS and NBC will join in obtaining judicial review of the ban).

An important consideration in

An important consideration in (Continued on page 40)

'Railroad Hour's' 750G Sidetrack

ABC suffered another nighttime billings reverse, in this instance to the tune of some \$750,000, when

to the tune of some \$750,000, when the American Assn. of Railroad secided in favor of moving its "Railroad Hour" musical to MBC. Effective Oct. 3, show, starring Gordon MacRae, goes into the Monday night at 8 period, same time segment it's been occupying on ABC.

Factor in Railroad Assn.'s decision to switch was desire to the lumith NBC's Monday night "mood music" experiment, with "Railroad Hour" as the curtain raiser to a parlay comprising Firestone, "Telephone Hour" and "Carnation Hour."

Originally it was planned to spot Fred Waring in the Monday at 8 period, but he'll be moved into Thursday night 10:30.

Meanwhile, NBC has changed its plans about Dave Garroway as a radio personality and instead of a Saturday night 7:30 showcase, he'll be spotted Monday nights 10:30. Network is fighring on the line of the old vaude axiom, "leave 'em laughing," and will thus have Carroway bringing up the rear of the 'mood music' evening.

Matchabelli Back

Prince Matchabelli is coming back into radio. Perfume com-pany, which formerly sponsored the Paul Lavalle pops-semi-ciassical Paul Lavalle pops-semi-classical stanza on NBC and CBS as an instanza on NBC and CBS as an inand-out Sunday afternoon attraction, is buying the 2:30-3 p.m. Sunday segment on Columbia this fall,
preceding the New York Philharmonic symph concerts for a return engagement of Lavalle.

Move comes in wake of Carnation moving its "Contented Hour"
into Sunday night at 10 on CBS
and Standard Oil of New Jersey
mulling sponsorship of Andrew
Kostelanetz Sunday at 5.

Who Lands Where? Query Keeps CBS Execs Guessing

Prevailing Jitters for an executive level around CBS are said to stem from the fact that board chalrman William S. Paley, now that he's refreshed from his European vacation, will turn his immediate post-tabor Day attention to the problem of effecting an integrated AM-TV pattern.

The move, in turn, it's reported,

pattern.

The move, in turn, it's reported, will result in a wholesale realignment of executive positions. "Who lands where?" is the question uppermost in the minds of execs, particularly in the programming division, where the divorced AM-TV operations have been the cause of considerable confusing.

Thus far CBS has effected integration only within the ranks of the Public Affairs Division, under veepec Davidson Taylor, Jr.

Sale last week of "This Is Broadway" as a half-hour video program for Sunday night showcasing in the 7:30 period served to point up anew the confusion within the programming department resulting from the present unintegrated setup. Show was created by Irving Mansfield, strictly as an AM attraction. Mansfield himself operates out of the radio dept.

A few weeks back "Broadway" was converted into a simultaneous AM-TV show and last week the video stanza was soid to, Crosley. The original AM version is being dropped. Thus the program, conceived by the AM boys, moves out of the radio creative ken into tele with Mansfield remaining as the only bridge between the two divisions as producer of tie program.

BIG NOISE NOW

By GEORGE ROSEN

The big noise in agency radio activity is, far and way, BBD&O. The 'House of Duffy," with its enviable roster of stars and major accounts, has, within the span of two years, parlayed itself into the trade's "wonder agency." Whereas five years ago it wasn't even in the running in terms of major league network prestige programming, it goes to the post next month for the opening of the '49-'50 broadcasting scason with the most solid lineup in the business, including, among others. Jack Benny, Bob Hope, Phil Harris-Alice Faye, Frank Sinatra-Dorothy Kirsten, the U.S. Steel's "Theatre Gulld on the Air," Fred Waring, "Hit Parade," "Cavalcade of America" and "Sam Spade." trade's "wonder agency." Whereas

Back in 1944 the agency's only bld for a place in the nighttime programming sphere was "Cavalcade of America" and Phil

rade of America" and Phil Spitalny.

A "then-and-now" appraisal of agency activity spanning the 1944- '49 five-year period (see chart) reveals just how turbulent the transition has been. Back in '44 it was J. Walter Thompson and Young & Rubicam slugging it out, as they had done for years, for "top dog position in nighttime billings and star-studded shows. They divided the "cream" between them.

Those were the days when Y & R boasted, among others, Jack Benny, when he was selling Jello; Burns and Allen, Eddie Cantor, Dinah Shore, Kate Smith with a full-hour variety show, "Duffy's Tavern" and such sundry items, which contributed toward a fabulous billings payoff, as "Molle Mystery Theatre." Sherlock Hoimes, "Silver Theatre," Goodyear's "Star and the Story." "March of Time" and Celanese's "Great Moments in Music."

It was a period, too, when JWT Story, March of Time and Celanese's "Great Moments in Music." It was a period, too, when JWT

It was a period, too, when JWT was riding high and handsome with Bing Crosby's "Kraff Music Hali," "Lux Radio Theatre" (which now remains the only bigtime network entry on the JWT books and the agency's sole Coast-originating-ing program; Edgar Bergen and Charlie McCarthy, Frank Sinatra, Bob Crosby, the brace of Ford-sponsored nightime entries, "Greenfield Village Choir" and "Watch the World Go By"; the Ballantine "Broadway Showtime," Wrigley's "America in the Air" and its hid to break the daytime serial strangehold with Alfred Drake's "Broadway Matinee" for Owens-Illinois.

"Broadway Matinee" for Owens Illinois.
Like JWT, Y & R's Coast production (which once set the Hollywood pace) has been whittlêd down to a single entry: "My Favorite Husband," which actually, is a CBS-built package.
The five-year interval has witnessed a drastic reshuftle of agency standings in terms of programs and billings, with Benton & Bowies, next to BBD&O, moving into a new sphere of influence with its im-

(Continued on page 28)

CBS CUTS PLATTER FOR 750G KOSTY PROGRAM

CBS last week cut its audition scored of the Andre Kostelanetz show for Standard Oil of New Jersey. Company last season sponsored the New York Philharmonic symph concerts on CBS, with the integrated "Weekend With Music." but cancelled out at the end of the season.

Standard Oil new word.

but cancelled out at the end of the season.

Standard Oil now wants to come back into radio, with Columbia pitching up the Kostelanetz program for the Sunday 5-5-30 sement. In place of "Weekend With Music" there will be an insert designed to develop native music composition, with Kostelanetz giving a weekly showcase of the best ubmitted.

Sponsor has a \$750,000 time-and-falent budget to spend for the '49-50 season.

As Market Timetable Has Setback

Gone & Forgotten

Gone & Forgotten
Since the networks have
drastically whittled down their budgets, there has been a noticeable absence of prebroadcast season cocktail parties. Particularly at this time of the season past years have witnessed a succession of those Hampshi'e House, 21.
Stork Club. Barberry Room shindigs in New York to "welcome" the talent and toast the sponsor.

come" the talent and toast the sponsor.

The tab usually ran anywhere from \$1,500 to \$3,500, with the network and the agency splitting the bill. Nobody, as a rule, wanted them, with the webs, agencies and talent generally regarding them as a necessary evil.

All of those tends to make everybody happy—except the freeloaders.

Junkin Junket To Sift Talent In Colleges

NBC is embarking on a novel junket idea, designating a network "ambassador" who will tour the key universities and colleges in a 'ambassador" who will tour the

"ambassador" who will tour the key universities and colleges in a bid to ferret out new writing talent and techniques for use on its "Radio City Playhouse" series.

"Playhouse" is being pulled off the air when the commercial season opens, until a new time slot can be found. Meanwhile there will be a complete revamp on the show and during its hlatus Harry Junkin, producer of "Playhouse." will set off on a combination goodwill, public-relations junket and a search for untapped writing talent. Proposed ltinerary will take Junkin to the major universities to talk on radio writing in general and "Radio City Playhouse" in particular. He'll talk to the students about problems of script treatment and supply them with a complete breakdown of "Playhouse" requirements, extending invitations to submit original stories for the series.

Thus "Playhouse" will be util-(Continued on page 40)

(Continued on page 40)

Crusading Columnist Is **Bounced From Kentucky** Station Under Pressure

Janes B. Rhody was bounced from WFKY, Frankford, Ky., last week because he made "too many attacks on city officials and the police department."

According to manager Wallace Robinson, Rhody's comments were undermining the confidence of the listeners in Frankfort's police force and encouraging "petty thieves and delinquents" into greater activity. Robinson took the position that the airlanes are not the place for anyone's personal gripes.

gripes.
Rhody's version of the Incident differed with that of Robinson. He claimed he had to buy advertising space in the State Journal, Frankfort's newspaper, to explain why he had been banned by the local station. Claimed his comments were banned "at the insistence of a special group or interest who find free speech objectionable and detrimental to their activities or pursuits."

detrimental to their activities or pursitis."
Rhody's airing, called "This 'n' That." a chatter session during which he crusaded against things he thought were wrong in the city, was a carryover from a column he wrote for 10 years in the State Journal before entering radio three years aga.

Timetable on the anticipated bullish radio market has gone awry somewhere along the line, and the networks appear to be singing another tune. It's recalled five or six weeks ago, NBC and CBS were fully confident that by the end of

fully confident that by the end of August each would have remaining but two or three nighttime half-hour segments for sale. Such, however, is not the case. Those wide open gaps still remain and the sponsorship niibbles are as elusive today as they were a month ago.

and the sponsorship nibbles are as elusive today as they were a month ago.

The webs nonetheless are far from panicky and are now saying: "wait until the immediate post-Labor Day period."

Four or five years ago the majou networks knew by early July just where they stood on fall programming sales. Year by year, inowever, commitments have been held in abeyance and last year it wasn't until the middie of August that the pattern crystallized itself.

This year the economic uncertainties have been more pronounced. The bullish attitude of six weeks back stemmed partially from the predictions of Sunner Schlichter, the Harvard economist, with the webs in turn taking their cue from his note of optimism. But they're fairly well reconciled to the fact, as of the moment, that there will be quite a few open time periods when the fall curtain is officially up in late September.

'Sneak Previews'

Tom McCray, NBC's program chief, has blueprinted a plan for utilization of the pix industry's "sneak preview" technique as a solution to the problem of what to do with shows now on the shelf that didn't have a chance for an airing this summer.

that didn't have a chance for an airing this summer.

In adopting the "sneak preview" idea for network radio, McCray will spot on a continuing basis at frequent intervals the shows that missed out on the summer schedule. Listeners won't be apprised in advance of the "sneak" and they'll be asked to mail in their comments in the same manner as pix companies invite card comment.

nent. Initial "sneak" under the new policy will take place tomorrow night (Thurs.) at 11:30 (that's the night (Thurs.) at 11:30 (that's the experiment), when "Security Agent. USA" gets an unveiling. Actually NBC pulled a "sneak" earlier this summer with Ed Byron's giveaway package, "Invisible Micropione."
"Sneaks" will also serve a dual purpose in that they will be an assist toward establishing prior title and format rights.

'CONTENTED HOUR' SWITCHES TO CBS

Carnation ends an association of 18 years with NBC Oct. 2 when the "Contented Hour" starring Buddy Clark moves to CBS in the Sunday night slot following Horace Heidt, also a fugitive from NBC. Sponsor also bought another half-hour on Columbia for a Saturday matinee show with Jay Stewart as emcee. Starting Sept. 24 on the Coast network, it will spread nationwide if Carnation likes both the show and the rating.

In view of Buddy Clark's Columbia Records deal, CBS regards its web as a natural habitat for "Contented."

Ethel Shutta Comeback?

Ethel Shutta (Kirksey), singing comedienne and erstwhile star of the "Ziegfeid Follies," may return to show biz elther in radio or tele-

vision.

Now visiting N. Y., she guests on CBS' 'This Is Broadway' this week.

SCHWERIN TESTS OF JUVENILE SHOWS REVEAL KIDS, NOT ADULTS, KNOW BEST

The main trouble with many juvenile programs, Horace Schwerin holds, is that they are written to conform with what grownups think children will like rather than really being written for children.

In the Schwerin System's test sessions, one common criticism adults make of shows they don't like is that such programs are "too juvenile." Comments like that are, naturally, valueless to research. In addition, they badly underrate the interests and attitudes of children.

Actually, the Schwerin System's experience reveals, children's sentiments as to the radio material they like don't jibe with what most adults think or feel young people should enjoy. Further, children are quick to react to any departure from the correct presentation level, either on the side of aiming too low or of "talking down."

This article deals with some Schwerin findings on juvenile shows—ones meant mainly for children, though sometimes with a secondary appeal to grownups also. Studies on children's reactions to adult programs have been made from time to time, but these are a separate subject.

Juvenile programs are tested by the Schwerin System at reactions

separate subject.
Juvenile programs are tested by
the Schwerin System at special
children's sessions, usually held on
Saturdays. The procedures are in
general the same as for testing
adults, except that orientation,
forms and questions are somewhat
simplified.
That children's true reactions

That children's true reactions can be obtained is proved by the

(Eighth in a series dealing with the Schwerin System's findings on each of 17 leading types of pro-grams and commercials in what is probably the most comprehensive effort yet made in qualitative radio research.)

ability to get the same results from matched samples when testing the same edition at several sessions—the same sort of reliability evidence that is part of the research outfit's methodology in the case of adults.

Boys Meet Girls?

adults.

Boys Meet Girls?

Frequent mention has been made in this series of Schwerin's principle of Direction, which has to do with defining the audience groups to whom a program appeals. Cases have been quoted to illustrate how certain elements will make a show better liked by men than by women, or vice versa. In studying juvenile shows, it turns out that the elements swinging programs in the direction of boys' appeal or girls' appeal often have far more marked effects than on adult programs.

One of the most obvious Influences is having a heroine in the story. If too much emphasis is placed on her, the interest of boys often suffers, though that of girls will rise higher.

This doesn't mean that the heroine's part must be erased, but if does mean careful study to learn the amount of emphasis that can the placed on this type of character. This varies from show to show.

On one major juvenile tested, it was found that boys' liking could be retained even though the heroine was on scene throughout the first act, but that it weakened if she was around too much in the second act, where the chases scenes and climactic action took place. Under the former conditions, the average liking score for boys was 10 points higher than when the heroine was featured in Act II.

Another well-known show had no heroine in the episodes tested, (Continued on page 40)

(Continued on page 40)

Cantor's 1-Man Show

Eddie Cantor may have a 15-minute, once-weekly chatter show on the air this year, in addition to serving as emcee on NBC's "Take It or Leave It." Comedian, now in N. Y., plans to do an intimate one-man program, having it sound as though he were talking to listeners from his Hollywood home.

home.

Cantor is showing the idea this week to NBC program chief, Tom McCray. "Cookie" Fairchild, orch leader on his radio show, and Bruce Dodge, producer, accompanied him to N. Y.

Long, Zachary Berths

Frederick A. "Ted" Long has been named director of radio and been named director of radio and television, and George Zachary as associate director of the depart-ment, for Geyer, Newell & Ganger. Long joined the agency in 1946. Zachary resigned as television producer and director at CBS to

accept his new appointment.

WTOP Technician Strike Threatens

Washington, Aug. 30. Officials of WTOP, Washington Post station, were in conference today (Tues.) with representatives of International Brotherhood of Elec-

International Brotherhood of Electrical Workers, Local 1215, in an effort to avert a threatened strike of technicians. The AFL union had served notice that it would strike at midnight tomorrow (Wed.) unless an agreement on wages and working conditions is reached.

John Hayes, manager of the station, said he was hopeful that the strike will be avoided. "What we want to do," he said, "is to break down the negotiations to what the union specifically wants. So far, it has all been tied up together so that we could reach no definite conclusion."

Thirty-two of the station's technicians have given notice they would strike unless their demands

nicians have given notice they would strike unless their demands are met. If the walkout occurs, are met. If the walkout occurs, Hayes said, the station would con-tinue operation with supervisory

Dunninger (Ken-Tone) Fred Waring (Chesterfield)



From the Production Centres

IN NEW YORK CITY . . .

"Our Miss Brooks" has hit the No. 1 spot in the new Hooper Top 15 with 11.1. "Fat Man" and "This Is Your FBI" tie for second place with 10.7.

The Shifting Tides of Agency Activity—1944-49

(Continued from page 26)

NEWELL-EMMETT

NEWELL-EMMETT
1949
Bing Crosby (Chesterfield)
Arthur Godfrey (Chesterfield)
Perry Como (Chesterfield)
"Suspense" (Auto-Lite)
"Tales of Fatima" (Fatima)
RUTHRAUFF & RYAN
1949

1949

'Amos 'n' Andy" (Lever)

Gene Autry (Wrigley)

"The Shadow" (D.L.&W. Coal)

"Aunt Jenny" (Lever)

"Amos 'n' Andy" (Lever Bros.) "Aunt Jenny" (Lever) Lionel Barrymore (Lever) Big Sister" (Lever) Major Bowes (Chrysler) Bob Burns (Lever) "Double or Nothing" (Pharmaco) "Everything for the Boys" (Auto-Lite) "The Shadow" (D.L.&w. Coal) "That Brewster Boy" (Quaker Oats) "Vox Pop" (Emerson Drug) J. WALTER THOMPSON

HOMPSON
1949

"Lux Radio Theatre" (Lever)
"Breakfast Club" (Swift)
"Marriage for Two" (Kraft)
"My True Story" (Libby)
Johns-Manville News (J-M; 5 Mins.)

WARWICK & LEGLER

1949
"Life of Riley" (Pabst)
"This Is Your FBI" (Equitable Life)

YOUNG & RUBICAM 1949

"Talent Scouts" (Lipton)
"We, the People" (Gulf)
"Aldrich Family" (Gen. Foods)
"The Goldbergs" (Gen. Foods)
"My Favorite Husband" (Gen. Foods)
"Gangbusters" (Gen. Foods)
"Second Mrs. Burton" (Gen. Foods)
"Skippy Hollywood Theatre" (Skippy Peanut
Butter) (Transcribed)
"Professor Quiz" (Gen. Foods)

Zenith net income for the three months ended July 31 was \$170.945, compared with \$104.469 a year ago. The Increase occurred despite a 10% drop in factory shipments in 1949.

Zenith Sights Radio TV

Sales Boom in Fall; Net

Up \$66,476 Last Quarter

Chicago, Aug. 30. Zenith is going sharply ahead to

supply what Commander Eugene

F. McDonald, Jr., its prez, thinks

F. McDonald, Jr., its prez, thinks will be a great fall rally for radio and TV set manufacturers. McDonald discounts the current sales slump in sets as 'usual summer doldrums,' to the point of recalling many of his employees who had been given earlier layoffs resulting from the lag.

Zenith has been back-ordered on its FM receivers and portables for 90 days, according to McDonald, and the demand for his newly introduced "glare ban" black tube for TV sets is expected to provide a "sharp pickup which should carry through until the end of the year."

Zenith net income for the three months ended July 31 was \$170.945,

Agencies Continued from page 27 =

pressive lineup of General Foods and Procter & Gamble accounts.
The new standings show Kenyon & Eckhardt down to a single network entry — Borden's "County Pair," with its lucrative Ford - Lincoln-Mercury business completely bypassing radio for the first time in years.

It shows Newell-Emmett edging It shows Newell-Emmett edging into program prominence with the bigtime Chesterfield parlay of Arthur Godfrey, Bing Crosby and Perry Como. It shows Ted Bates and Compton, now as then. riding along with their respective Colgate and P&G multiple stanzas; with Philip Morris dominating Biow activity and William Esty practically settling for a four-way Camel spread.

FIN Sale at 135G
Findlay, O., Aug. 30.
FCC this week (25) authorized
Helen F. Hover to assign the licenses of WFIN and WFIN-FM
here to the Findlay Publishing Co.
Sale price authorized was
\$135,000.

1944
"Gangbusters" (Sloan's)
Guy Lombardo (Larus Bros.)
Groucho Marx (Pabst)
"World of Song" (Sherwin-Williams)

"America in the Air" (Wrigley)
Edgar Bergen (Standard Brands)
"Breakfast Club" (Swift)
"Broadway Matinee" (Owen-Illlnois)
"Broadway Showtime" (Ballantine)
Bob Crosby (Old Gold)
"Greenfield Village Choir" (Ford)
Allan Jones-Frankie Carle (Old Gold)
Bing Crosby (Kraft)
"Lux Radio Theatre" (Lever Bros.)
"Mary Marlin" (Standard Brands)
Frank Sinatra (Lever Bros.)
"Watch the World Go By" (Ford)
"Nero Wolf" (Elgin)
Johns-Manville News (J-M; 5 Mins.)

"1944
"Aldrich Family" (Gen. Foods)
Jack Benny (Gen. Foods)
Bright Horizon" (Lever Bros.)
Burns & Allen (Lever Bros.)
Eddie Cantor (Bristol-Myers)
"Duffy's Tavern" (Bristol-Myers)
"Great Moments in Music" (Celanese)
"Joyce Jordan" (Gen. Foods)
"March of Time" (Time Mag.)
"My Best Girls" (Energine)
"Mystery Theatre" (Molle)
"Sheriock Holmes" (Petri Wine)
Dinah Shore (Gen. Foods)
"Silver Theatre" (International Silver)
"Kate Smith Hour" (Gen. Foods)
"Kate Smith Hour" (Gen. Foods)
"Star and the Story" (Goodyear)
"Those We Love" (Gen. Foods)
"We Love and Learn" (Gen. Foods)
"We, the People" (Gulf Oil)

WEBS PUTTIN' ON THE 'OLD HAT'

The CBS Vs. NBC Summer Story

Aug.	15-31	Hooperatings	
CBS		NBC	
Program	Rating	Program	Ratin
Leave It to Joan	9.2	Dragnet	6.2
Fecane	9.0	Richard Diamond	6.1
Life With Luigi	9.0	Dangerous Assignment	5.9
Philip Marlowe	6.9	Radio City Playhouse	4.5
Young Love	6.9	Martin-Lewis Show	4.4
Broadway Is My Beat	6.0	Jane Pickens	4.2
Sing It Again	6.0	James & Pamela Mason	3.8
Pays To Be Ignorant	4.9	Eight By Request	3.7
Breakfast With Burrows.	4.7	My Good Wife	3.6
Spin To Win	4.2	Silent Partner	3.4
This Is Broadway	3.8	Chicken Every Sunday	3.1
Green Lama	3.4	One Man's Family	2.8
Johnny Dollar	2.8	Four-Star Playhouse	2.8
Johns, -		Hollywood Cailing	2.6
		Tree Grows In Bklyn	2.0
		-	
CBS AVERAGE	5.9	NBC AVERAGE	3.9

New St. Louis Selling Plan Via Panels On Varied Programs Seen Paying Off

St. Louis, Aug. 30.

Execs at KMOX, local CBS outlet, have cooked up a new method of merchandising through the coop of dialers and a panel of men and women, and the result of the policy may have a far reaching effect in the radio advertising readying a series of four shows titled "The Bagdeler and the coop of the Air' and the Air' and the coop of the Air' and the coop

field.

Over a period of seven weeks
the station unveiled 10 programs
of different format and invited
dialers to write their comments.
likes, dislikes, etc. The panel,
60% of which were women, were
furnished a form on which they

furnished a 107m on which were requested to record their reactions.

At the conclusion of the series more than 5,000 letters were received from the dialers in addition to the reports from the panel. The first program, each aired Sunday nights, is tagged "In the Spotight," and is a new feature section with a human interest story added.

nights, is tagged "In the Spotlight," and is a new feature section
with a human interest story added.
This drew an 80% favorable from
the dialers and a 17 to five okay
from the panel.

The second program, "Shopping
With Music," a grocery store
quizzer with gift awards, drew a
55% favorable vote from the dialers
and a 12 to 10 favorable margin from the panel. "Family Alhum." featuring oldtime phonograph records made by Little Jack
Little. Sophe Tucker, etc., copped
a 95% obey from the dialers and
the panel oted 34 to 18 for it.

The format of "Strictly Personal" was a 15-minute program
featuring Jean Shiriey, songbird.
Wed Howard, m. c., and the Jack
Connor Trio, and is designed for
light dialog between boy and gal
with pop music and ditties. Program copped a 75% okay from
dialers and 42 to 10 approval from
the panel.

"Hill Country Ballad." a 30minute dramatic show utilizing the
folklore of the upper Mississippi
(Continued on page 56)

Park Dickering With 3 Sponsors as J&J Bows Out of 'It's Your Life'

Chicago, Aug. 30.

Johnson & Johnson bows out
ct 9 as sponsor of "It's Your
ite".

As Travel Agency Bait

AS ITAVEI Agency Dall
Ted Hudes Radio Productions is
readying a series of four travel
shows titled "The Baedeker of the
Air" for gratis distribution to stations early next spring. Hudes is
packaging the series on speculation
with the aim of selling shipping
and air lines, travel agencies, and
traveller check companies on footing the production bill.
Shows will consist of recordings
made in the major European countries and will suggest itineraries
for the most economical way of

for the most economical way of spending a vacation abroad. Airers will be open-ended for local spon-sorship.

ABC the Winnah In \$1,400,000 **Mutual Setback**

Mutual has suffered a severe commercial setback and ABC pulled off its biggest single sale of the year, totaling about \$1,400,000, as Philip Morris this week decided

the year, totaling about \$1,400,000, as Philip Morris this week decided to shift its daytime billings from MBS to ABC. Reason for the move, which will be made around Oct. 24, is said to be the eligie outfit's dissatisfaction with the ratings racked up by its two shows. "Queen for a Day" and "Against the Storm." Decision to shift to ABC is reportedly no reflection on the programs but is due to the fact that MBS, with a considerable amount of unsold time, couldn't surround "Queen" and "Storm" with highpowered stanzas.

On ABC Philip Morris will pick up the tab for "Ladies Be Seated," which is aired from 3:30-3:55 p.m., and Walter Kiernan's "One Man's Opinion." from 12:25 to 12:30 p.m., both cross-the-board. "La die s," which had previously originated from Chi with Tom Moore as emcee, returned to the web as a New York origination with Johnny Oisen, the show's original emcee, again handling the chore. Format has been given an overhauling to include music, humor, audience participation and prizes to studio contestants. Show will spend about 25'c of its time traveling around (Continued on page 56)

SHOWS LACKING FRESH FORMULA

If there's anything at all that distinguishes the upcoming broad-casting season, it is the undistinguished role radio is currently playing in an attempt to project fresh personalities and ideas into the creative programming picture. A glance at the Sunday-through-Saturday rosters on the major networks reveals how firmly the year-works reveals how firmly the year-

A glance at the Sunday-through-Saturday rosters on the major nettworks reveals how firmly the year-to-year "reprise technique" has taken hold, despite the fact that the emergence of video into the bigtime hangs as a sword over commercial radio is general.

Come October, and CBS board chairman William S. Paley's "dream pattern" of major league programming will be fully realized. This comprises the Sunday night Amos 'n' Andy-Jack Benny-Edgar Bergen-Red Skelton back-to-back parlay, and the Wednesday night Groucho Marx-Bing Crosby-Burns & Allen sequencing.

Major interest centers on the Paley strategy—involving, as it does, a switchover of all the old established NBC favorites—with NBC in turn relying on such "standards" as "Theatre Guild of the Air," "Sam Spade" and Phil Harris-Alice Faye, plus an excursion into giveaways via "Hollywood Calling," to meet the stiff Columbia competition.

This in itself, the trade concedes, is a revealing commentary, for

bia competition.

This in itself, the trade concedes, is a revealing commentary, for aside from the NBC-CBS maneuvering for "top dog" position, the "old hat" overtones attending the programming stand out above all also

else. What few innovations are on the horizon stem from the NBC camp, rather than CBS. The projected three-in-one comedy parlay designed to bracket Ethel Merman, signed to bracket Etnei Merman, Henry Morgan and Dean Martin-Jerry Lewis into an hour segment; the bid to showcase Mary Martin and Ezio Pinza as a radio team; the Monday night experimentation with "mood" programming (se-

and F210 Pin2a as a ratio team; the Monday night experimentation with "mood" programming (sequencing "Railroad Hour," Firestone. Bell "Telephone Hour" and "Bands of America") suggests an attempt at departure from the tried-and-true formula.

On top of that, NBC throughout the summer initiated an impressive sustaining drive with a variegated roster (Merman, "Chicken Every Summer," "Dragnet," "Four Star Playhouse," "Eight by Request," "Tree Grows in Brooklyn," James and Pamela Mason Show, etc.) which revealed a bid for program recognition, despite the fact that many didn't pay off ratingwise.

Hey, Bub, Scram, The War's Over

Washington, Aug. 30.

Washington, Aug. 30.

An Alaska broadcasting station has asked the FCC to make another Territory station get off the clear channel of WNBC. New York. Oddly enough, the basis for the request had nothing to do with interference, but was on the ground that continued use of the channel, granted as a wartime emergency, provides an unfair competitive advantage.

Chicago, Aug. 30.

Johnson & Johnson bows out Oct 9 as sponsor of "It's Your Life." Ben Park's prize-winning. 30-minute health show aired over WMAQ, but Park is already dickering with three potential groups of bankrollers to carry the series. J&J is switching its ad emphasis to black and white, after carrying "Life" for 52 weeks.

Park is offering the series on a half-hour once weekly basis, with an alternate proposal of 15 minutes, five weekly, the setup he used for the show in February and March. Groups being contacted now are life insurance, pharmaceutical and soap companies, all of which have a personal stake incommunity health.

Park revealed his coming shows will deal with such subjects as a remove. Format has been given an overhauling to contestants. Show will spend about the park is offering the series on a half-hour once weekly basis, with an alternate proposal of 15 minutes, five weekly, the setup he used for the show in February and March. Groups being contacted now are life insurance, pharmaceutical and soap companies, all of which have a personal stake incommunity health.

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Arthur C. Nielsen, Jr., has been military by broadcasting Co., which community health.

A. C. Nielsen, Jr., has been military by broadcasting to contestants. Show will spend about contestants. Show will spend about contestants. Show will spend about contestants. Sh

Video Sparks Help Enliven Dull **AFRA Convention; Rename Collyer**

WBAL Expansion

Baltimore, Aug. 30.

WBAL is launching an extensive expansion program, with the appointment of John T. Wilner as engineering director, effective Oct. 1. Wilner, engineer in charge of CBS-

Wilner, engineer in charge of CBS-TV transmitter development and a pioneer in color and ultra-high frequency TV equipment, wili work on AM and black-and-white video for WBAL.

The NBC affiliate simultaneously announced the promotion of William C. Barcham to post of chief engineer. Plans are now in the works to increase WBAL-TV's studio space by 100°c.

Murphy Yanked, **Vic Knight Quits** 'H'wood Calling'

George Murphy has been fired by Gruen Watch and Gray agency as emcee of NBC's \$20,000 giveaway show, "Hollywood Calling" and producer Vic Knight has quit layout rather than go along with orders to place heavy emphasis on contest angles and underplay prepared comedy.

Murphy had a 52-week contract, optional on quarterly pickups, at \$1,250 weekly. This was settled, with Murphy being paid five weeks remaining in first option period.

with Murphy being paid five weeks remaining in first option period.

Al Hollander, veepee of Lou Cowan, Inc., which packaged the show, is temporarily replacing Knight. He has auditloned Ben Alexander, Jack McCoy and Hy Averback for the emeee shot.

Murphy was fired after NBC surveyed eastern radio eds and station owners and after Ben Katz, Gruen Prexy, had canvassed dealers. Original format, with emphasis on giveaway aspect, was used by NBC as counter attraction to defeating Jack Benny. Knight played up comedy. Gruen is understood to have ordered return to audition format, which it bought for second half.

Murphy, when notified shortly before broadcast time that he was being dropped, balked at first on doing his windup show, but was finally persuaded to go on. Howed off with the terse air announcement: "This is my last broadcast."

Runnion, KXLW Founder, Out as Directing Head

St. Louis, Aug. 30.
Guy Runnion, who founded
KXLW, only radio station in adjacent St. Louis County, in 1946,
after serving at KMOX, last week jacent St. Louis County, in 1946, after serving at KMOX, last week bowed out as prez and general manager after he and his wife disposed of their majority interest in the station to Lee J. Sloan, Silas E. Sloan and T. Virgil Sloan, brothers who also are engaged in the moving biz. The sale recently was approved by FCC.

The station went on the air Jan. 1, 1947, and last January and February Runnion was embroiled in a long row with AFL Broadcasting Engineers over wages and with the trustees of the Village of Olivette over the location of the transmitter, the erection of which violated the village zoning ordinances. After the wage dispute was settled, Runnion cleared up the zoning row by building a new transmitter in another part of the county. During both turmoils several arrests were made and litigation was filed, but siate was finally cleared.

San Francisco. Aug. 30.
Television was the big question that provided a few sparks at an otherwise smooth-flowing, routine national convention of the American Federation of Radio Artists meeting at the Palace hotel here from Friday to Monday.

The parley unanimously approach agricultury in the Televician

The parley unanimously approved participation in the Television Authority to be set up ynions in the Associated Actors and Artistes of America. Move is interpreted as throwing down the gauntlet to the Screen Actors Gulld, which has turned down the proposal to establish the new TA with jurisdiction over both live and film video, on both coasts.

George Heiler, AFRA executive secretary who is generally expected to resign his AFRA post and be named TA topper when the plan is put into effect, said that the radio union would ask the backing of the 4A's at the latter's executive board meeting Sept. 15. According to Heller, if the board gives final approval to the TA plan, AFRA and the other 4A's unions involved would immediately launch a campaign for collective bargaining in the tele industry.

"I know that some workable solution will be found which will enable us to proceed effectively and immediately to organize this new and most important entertainment medium." Heller declared.

The AFRA resolution declared that video performers must be protected, that collective bargaining can be delayed no longer and that "every effort should be made to reach agreement with the screen guilds" to give performers a single bargaining agent and prevent possible jurisdictional strife. The statement noted that although the disagreements between AFRA and the screen guilds." It added that it did not be a supported the SAG position would "preclude SAG's reconsideration of its refusal to join with the other branches in participating in the Television Authority."

Many speakers expressed the view that TV is a new medium in which performers should be given "the same opportunity for demo-(Continued on page 41)

Quaker Oats 'Man on Farm' Goes Full Hour on MBS

Chicago, Aug. 30.

Quaker Oats, pretty pleased about its 30-minute "Man on the Farm" show aired from Chi over 400 Mutual outlets, bas extended the program to a full hour, starting Oct. 8. The Feature Production package aired over the full MBS net Aug. 27, after 11 years of QO spotting "Man" into 50 regional markets.

spotting "Man" into 50 regional markets.
Additional 30 minutes reportedly will plug Mother's Oats for Quakers—it'll balance the first half now pushing Full-O-Pep feed. Present format will expand on the same basis, with emcee Chuck Acre, comic Reggie Cross, organist Porter Heaps, and newly-added warbler Peggy O'Neil maintaining the breezy audience participation with a rural twist. Sherman & Marquette agency routed.

Atomic Plant Town May Get 1st Radio Station

Get 1st Radio Station
Seattle, Aug. 30.
Cascade Broadcasting Co., operator of KIMA in Yakima, Wash., has been awarded a lease to construct and operate a 1,000 walt radio station in Richland, site of atomic production plant.
The lease, granted by General Electric, is contingent upon the ability of the company to obtain an FCC license. If it goes through, it will be first radio station in Richland, which has been a boom town since atomic plants were opened there.

Protests Swarm in On FCC Re Plan To Switch Towns From UHF to VHF

Washington, Aug. 30.

Strong opposition to establishing UHF stations in cities with stations operating in the present very high frequency band was registered last week in comments filed with the FCC to its proposed television allocations. Several of the briefs also challenged the legality of the allocation table and contended it should be used only as a guide.

Washington, Aug. 30.

Platform,' AM Sustainer,

Gets Sponsor on Vide "People's Platform," CBS foru the briefs also challenged the legality of the allocation table and contended it should be used only as a guar on TV. Weekly half-hou

guide.

Approximately 120 companies and organizations filed briefs Friday (26), the deadline for submitting comments. More were arriving as the Commission offices closed. The batch of documents, most of which included notices of appearances, indicated that there will be a heavy attendance at the FCC hearings beginning Sept. 26.

Several companies suggested

beginning Sept. 26.

Several companies suggested plans to eliminate the necessity for intermixing of VHF and UHF stations. A proposal suggested by DuMont would utilize the entire UHF band, increasing the number of channels from 42 to 69. The DuMont plan would retain the present VHF assignments and, in some cases, would make possible more VHF stations. Intermixing was also opposed by the Television Broadcasters Assn.

A plan suggested by CBS would

Broadcasters Assn.

A plan suggested by CBS would geven Boston and San Francisco each one more VHF station than is provided by FCC. In 15 metropolican areas which have no TV authorizations but which would get both VHF and UHF under the Commission allocations, seven would have UHF stations only under the CBS plan. These would be Sacramento, Fresno, Wheeling Beaumont-Port Arthur, Tex., Hamilton-Middletown, O., Roanoke, Va., Springfield, Ill., and Manchester, N. H.

Wide Disinclination

Wide Disinclination

Petitions from dozens of stations indicated wide disinclination to applying for UHF cohannels. Many broadcasters suggested ways in which VHF could be allocated in their cities in place of UHF. They said they could bring television to their communities much sooner with VHF than with UHF, which would require waiting for equipment to be made available.

A surprising number of broadcasters offered to establish VHF television stations in small towns and were willing to proceed as soon as they could get permits.

DuMont's plan would provide 48 UHF channels for metropolitan stations, 12 UHF for community stations, and nine for educational. With the 12 channels now allocated in the VHF band, the proposal would call for the use of 81 chan-(Continued on page 39) Petitions from dozens of stations

(Continued on page 39)

SUN OIL TO TELEVISE **15 NAT'L LEAGUE GAMES**

Sun Oil Co. has completed arrangements with ABC-TV to televise 15 professional football games of the National League. Formula which has been worked out to avoid cutting into gate receipts of the grid matches, calls for airing the contests in 12 non-league cities and in other league cities which don't have games when the broadcasts are scheduled.

Red Grange, onetime "Galloping Ghost," will handle the play-by-play descriptions, with Joe Hasel handling the color. First broadcast will be Sunday, Sept. 25, when the New York Giants play Pittsburgh at the latter's field. On Sept. 26 the night game between Washington and Chicago, in Chi, will be aired.

Carl Stanton to NBC

Carl M. Stanton, former head Carl M. Stanton, former head of nighttime radio and television with the Dancer, Fitzgerald & Sample agency, will supervise the new Saturday night block programming lineup as his first job in his new NBC-TV post. Stanton joined the NBC-TV staff Monday (29), and will concentrate on development of new talent.

Before joining DF&S. Stanton headed up radio for Foote, Cone & Belding, handling the American Tobacco account at that agency. Earlier, he worked with the Hollywood office of the old Lord & Thomas agency, FC&B's predecessor.

Gets Sponsor on Video

Gets Sponsor on Video

"People's Platform," CBS forum program which has been aired sustaining as a radio show for the last 11 years, has picked up a sponsor for television after only a year on TV. Weekly half-hour show was bought this week by Household Finance Corp, which takes over at the end of September. Now aired Thursday nights, the program moves at that time into the Friday night at 10 slot, immediately following "Ford Television Theatre."

CBS has maintained the sustainer status of "Platform" on AM to keep the show's public service rating, but decided recently to open the TV version to sponsorship. Dwight Cooke is moderator on both shows, but the two feature different subjects and guest panelists each week. Household Finance bankrolled the 15-minute "Backstage with Barry (Wood)" on CBS-TV last season, but dropped it at the beginning of the summer.

WVNJ, Newark, In **4 UHF Bands Plea**

Washington, Aug. 30

Washington, Aug. 30.

While most television applicants were telling FCC last week how it would be possible to provide their cities with VHF instead of UHF stations, Newark Broadcast-ling Corp. (WVNJ) of Newark, offered a plan to make avallable four UHF channels in the New Jersey city. Under the new proposed video allocations no channels in the lower or upper band would be given Newark and all VHF allocations in the New York-Newark area have been assigned.

WVNJ told the Commission it recognized that the only possible way in which additional television service could be furnished to Newark would be through UHF. It therefore proposed that four channels in the UHF band which are allocated to cities less than 200 miles away he also used in Newark, although FCC proposed requirements call for a 200 mile separation of stations on the same channel. Since the other cities using the channels are at least 150 miles away, WVNJ suggests, the use offset carrier would provide a better interference protection to the other stations than the distance separation itself.

At least two of the channels could be used in Newark, under FCC requirements, the station aspear at the September video

serts.
Serving notice that it intends to Serving notice that it intends to appear at the September video hearings, WVNJ points out that New Jersey, the ninth state in nopulation, is allowed only one VHF channel, already assigned to a Newark applicant, under the proposed allocations, and that no UHF stations are provided for Newark, Paterson or Camden. Under the proposed allocations, Atlantic City and Trenton are each assigned three UHF channels and Asbury Park, New Brunswick and Vineland each one UHF.

Wholesale Shifting In Channels Due If New Allocations Get OK

Washington, Aug. 30.
Federal Communications Commission engineers will have to shift plenty of channels around if the proposals of various applicants and proposals of various applicants and permittees in connection with the new television allocation plan are accepted. Among the hundred or so suggestions made last week. WBTV, of Charlotte, N. C., which uses channel 3 to cover a vast area with its rural video station, requested that a permittee in Greensboro be given channel 8 instead of channel 2. Such a shift would protect WBTV and also benefit the Greensboro permittee (WFMY-TV), FCC was told.

WBTV said it purchased a moun-(Continued on page 38)

Kempner's 109G TV Bid

Galveston, Aug. 30.
R. Lee Kempner has filed application with the FCC for a television outlet to be built here at a cost of \$109,000. It would operate on channel number 9 with 2.64 kw visual and 1.32 kw aural.
Estimated cost of operation the first year and the estimated income the first year is set at \$70,000. Kempner is a local banker.

Gleason's 'Riley' As NBC Telefilm

Hollywood. Producer Irving Brecher and Pabst Beer have decided to put the television version of "Life of Ri-ley" directly on film, thus making ley" directly on film, thus making it the first regularly-scheduled ra-dio show to be filmed for TV. Jackie

it the first regularly-scheduled radio show to be filmed for TV. Jackie Gleason, stage and nitery comic, last week was signed for the title role of the video show, which will be launched Oct. 4 on both the NBC-TV interconnected web and Coast stations.

Gleason was the personal choice of Brecher for the role, after Lon Chaney, Jr., had played the part in a test film. Only other castings set are Rosemary De Camp as Mrs. Riley and Lanny Rees as "Junior." Brecher is still searching for a 16-year-old girl to play Babs, the daughter, and Gillis, the mugg friend of Riley's. Unless NBC can work out some temporary arrangement with the American Federation of Musicians, Brecher will use recorded music to score the film.

2 BANKROLLERS SEEN FOR 'BROADWAY REVUE

"Broadway Revue," sponsored for a full hour via NBC-TV last year by Admiral, may have two bankrollers this season. Admiral retains an option on the full 8 to 9 Friday night time period but would like to give up a half-hour to another advertiser. Admiral has not trimmed its TV budget but is now also sponsoring a half-hour of "Stop the Music" on ABC-TV.

NBC, which packages "Revue" along with the William Morris office and Max Liebman, who produced and directed last year, is now pitching the other half-hour to several top ad agencies and clients. Show last year was headed by Sid Caesar, Mary McCarty, Imogene Coca and Marke and Gower Champion, but whether all will be back this year has not been determined. Program carries a talent and production budget of \$18,000-\$20.000.

Don Lee Goes in For Tele Color Research

Harry Lubcke, director of television research for Don Lee, will concentrate all his efforts on the developing of color for the web. Move was decided upon by Willet Brown, Don Lee prexy, last week following RCA's color announcement.

ment.

Brown's decision to have Lubcke expend all his energies in the development of color reception came after RCA announced that it had developed a new color television system which requires no changes in present transmission standards and needs only a simple color adapter to be receivable on present day sets. FCC's sudden interest in color video also acted as a hypo on Don Lee execs.

Lubcke put the Don Lee station, KTSL, on the air in 1931. He has been with the organization for almost 20 years. Lubcke helped develop the electric scanning tube with Philo T. Farnsworth. Don Lee revealed last week that it has had an experimental research transmitter since 1946. Brown's decision to have Lubcke

Touchdown' at KTSL

"Touchdowll at AISL
Hollywood, Aug. 30.
"Touchdown," a 30-minute, once
weekly show featuring film highlights of top eastern football games
played last year, has been leased
by KTSL's sales topper Bob Hoag.
Statlon will peddle the 13-week
series to a local sponsor for \$516.47
per epsiode, including time.
Scries is slated to kick off Sept.
23. preceding the station's telensing of boxing bouts.

Chi Indie Producers Claim Brushoff From Agencies; Can't Get Auditions

Indie TV producers here are griping about the brushoff they're getting from agencies, even whe they come up with new, low-cost packages with "sponsor impact."
They're complaining the ad boys have gotten so glamorized they have overlooked the strong pro-gram value of local showcasing.

One packager has offered a dozen new ideas, in the \$100-\$500 range, new ideas, in the \$100-\$000 range, ready to screen on a week's notice, but claims he doesn't even get courtesy auditions until he gets on his knees before the tele directors.

his knees before the tele directors. Furthermore, he charges it isn't just lack of sponsor money that causes the aloofness, but excessive timidity on the agency's part.

Another indle operator, with two commercial shows running, blames the freeze on agency toppers who "put radio directors in the TV seat without first inserting a thistle." He claims his salesmen don't ever get past the receptionists without a fight even while the agency bras are out making speeches about "tV stations don't give much help."

"the miracle of television."

TV stations don't give much help, either, according to one indie. He charges that because the program departments are so interested in building up their staffs and importance that new programs brought in from outside won't get attention until the station producers can put their own stamp on it. Net result of the dissension is

ers can put their own stamp on it. Net result of the dissension is that small indies, already strapped for coln and operating mainly on fresh ideas and optimism, are carrying salesmen as well as production staffs. They argue that if the agencies would give them a break, they could then offer their packages even cheaper, and thus speed tele progress in the Chi area.

KRAMER INTO VIDEO WITH LARDNER TALES

Hollywood. Aug. 30.

Stanley Kramer has inked a deal with Don Lee television to produce series of teevce pictures for KTSL based on Ring Lardner stories. Deal was set by network video veepee Charles Glett. Latter arranged financing of three Kramer films for theatres through Bruce Church as his last job before leaving post as managing director of Motion Picture Center Studio to take over the tele post last July last July.

Move points up Glett's push for picture talent and methods for the KTSL outlet. Tele topper repicture talent and methods for the KTSL outlet. Tele topper reportedly is also looking for a film man to take over post of program director at KTSL vacated recently by Carlton Winckler who moves lo KECA-TV. He is using first three months of his time at Don Lee which will be up Sept. 7, to set up a "television workshop" similar to CBS" "radio workshop" of wartime.

time.

Kramer, whose "The Men" will teeoff trio of Church financed pictures on Oct. 10, will use the Lardner properties he acquired when setting up his first Indie picture. "So This is New York." It's figured the "earthy-talking" tardner characters are suitable tele fodder. Plans are for the film producer to experiment with live shows before he puts anything on film.

Upside-Down Models Pep Up Detroit Video

Detroit. Aug. 30.

Video did the old flipflop Friday night (26), just like the flickers used to do. The pictures on WJBK-TV came out upside down. Topsy-turvy performers were models in a style show featuring bathing suits, afternoon dresses and formal

attire.

Hundreds of set owners called Richard Jones, general manager of WJBK. Jones couldn't explain what happened. At first he concluded that a bored engineer decided to pep up the program. But it turned out to be an inadverteal reversal somewhere among the mysterious tubes deep in the vilals of the machinery.

Ace British Lensman In N. Y. for TV Huddles

Derick Williams, ace British cameraman, is in N. Y. huddling cameraman, is in N. Y. huddling with Hubbell Television officials on production setup for new TV mystery film series. "Man Who Walks by Night." Williams, who did lensing on "In Which We Serve." "Idiot's Delight" and "Yank At Oxford," is chief technical advisor and a director of Vizio, Ltd., of London, producers of TV films for Hubbell.

First issues of two mystery

First issues of two mystery series produced especially for television, "Walks By Night" and "Case Book of Scotland Yard," were brought to N. Y. by Williams for prexy Richard Hubbell to inspect.

Gillette Bouts In Chi Hit TV Snag

Chicago, Aug. 30.
Squabble between International
Boxing Club and two ex-Chi Stadium fight promoters has temporarily snafued plans to televise 10 major scraps out of Chi starting Sept.
30, and running until April 14. IBC
kingpin Arthur Wirtz has already
arranged with NBC-TV to carry six
of the bouts and CBS-TV to handle
four, but must clear five disputed four, but must clear five disputed dates with the Illinois Athletic Commission before he gives the green light to the tele contracts.

Likewise pending is the position of Gillette Razors as sponsor of all 10 flghts, starting with the Kid Galivan-Beau Jack scrap Sept. 30, and embracing nine other major fights. Illinois boxing mogul Joe Triner is settling the disputed dates this week between Wirtz and promoters Irving Schoenwald and Jack Begun.

Dates set with NBC-TV, all Friday nights, are Sept. 30. Oct. 14, Nov. 4 and 18, Jan. 20 and April 14. CBS-TV dates, all Wednesd ay nights, are Dec. 7. Feb 8, Feb. 22 and March 22. NBC time will be 9 p.m., Chi time, and it's assumed the CBS times will coincide. Gillette already holds the NBC Frittime periods for its New York bouts, but it's believed the sponsor will be just as happy to switch to Chi originations, as long as the calibre of the bouts has some televiewer appeal.

Another wrinkle not yet Ironed

Another wrinkle not yet Ironed out Is whether Chi will be blacked out on the bouts. Wirtz is reported dickering to accomplish this, for fear of the TV effect on his Stadium gates, but whether Gillette will go along is doubtful.

Venuta-Skolsky Combo. Bert Gordon Package For 'Premiere Theatre'

Hollywood, Aug. 30. William Morris has packaged two more shows for telensing on KNBH as part of the "Premiere Theatre" series. Agency and KNBH have a 13-week working agreement for the presentation of Morris packages. This will be extended indefinitely if it proves favorable to selling agency packages,

Latest shows to be packaged are Latest shows to be packaged are "The Private Ear" and a Benay Venuta-Sidney Skolsky combo. "Ear" will star Bert Gordon, the "Mad Russian." and be scripted by Will Gould. Show is a comedy-detective layout. The Venuta-Shot-sky package is being written by Mannie Manheim. Program will be of gab singfest type. Shows sky package is being written by Mannie Manheim. Program will be of gab singfest type. Shows will be telensed once on KNBH and kinescoped for agency view-ing in accordance with the agree-

Berle Pacts Legiter

Hollywood, Aug. 30.
Milton Berle has signed Audrey
Meadows for his fall Texaco tele
show,
She's currently with the "High
Button Shoes" cost here.

HEFTY TV BILLINGS LOOMING

CBS Vs. RCA's 'Dye-in-the-Sky'

As far as CBS is concerned, the current color television tempest adds up to a "here-we-go-again" and a reprise of the October, 1946, ruling, with the FCC once more yanking the rug from under Columbia.

ruling, with the FCC once more yanking the rug from under Columbia.

CBS is anything but happy about it and privately feels that it's getting a rough deal from the Commissioners, in view of its avowed championing of tinted video. As one CBS exec put: "After all, what network took it on the chin to the tune of \$3.500,000 in trying to push color TV?"

'Thus to accuse CBS of trying to hold back the color advance is slightly ridiculous, the net execs argue.

Attitude of the Columbia chieftains, it's known, is something like this: By hailing the RCA announcement, the Commissioners can pat themselves on the back. They can be jubilant over the fact that they didn't act hastily on the ex-CBS pitch, on the basis that now they needn't change the standards and use up twice as much spectrum space. They can thus relax into a four-five-year period of inaction while RCA fulfills its "pie in the sky" promise. But meanwhile, CBS argues, it's the public that takes the beating.

Around CBS there are some who question whether RCA's electronic color system can do what it claims. They say the technique for integrating color into the existing black-and-white low band was tried and abandoned by Columbia experts as not feasible.

NBC to Project 'American Family' In 3-Hour Saturday Night Showcase

programming, which in effect will give 12 sponsors a three-hour show each at an individual cost of a 15each at an individual cost of a 15-minute segment, has been set by NBC-TV for its fall Saturday night lineup. Conceived by Sylvester L. ("Pat") Weaver, new NBC-TV veepe, the program will have no set format but will encompass all things the average American family does on a Saturday night. By spreading the cost of the three-hour block among 12 bankrollers, Weaver thinks it will lower the cost for each and yet provide enough o' a budget to lure topname stars.

Weaver thinks it will lower the cost for each and yet provide enough o' a budget to lure topname stars.

NBC-TV salesmen are now out pitching the idea to ad agencies and clients, terming the show a gigantic participation. Show will present a panorama of Americans at play on Saturday night, comprising a series of vignettes featuring the name talent. For example, one sequence may depict' a group of teenagers playing a Tommy Dorsey record. Cameras would then dissolve through the record into a live pickup of the Dorsey orch. In the same way, the program may encompass nitery shows, films, stageshows, etc. For a film, the cameras may depict a family going to their neighborhood theatre and (Continued on page 63)

(Continued on page 63)

Philly Eagles Rescind TV Ban on 'Away' Grid Games; Local Nix Holds

Philadelphia, Aug. 30.
The Philadelphia Eagles, pregrid champs, which early this year thumbs-downed television. has backtracked to permit WFIL-TV telecast the team's away-fromhome games.

backtracked to permit WFIL-IV telecast the team's away-from-home games.

The video ban, which caused lively local comment and much pro and con discussion, still applies to the six games the Eagles will play at Shibe Park. However, local TV viewers are certain to see some of the five games away from the home lot.

Initial Eagles appearance before the cameras was the exhibition game with the Chi Cardinals held yesterday (29) in Chicago. WFIL-TV presented the game here by Midwest conxial cable facilities. George Walsh, WFIL-TV sports director, did the play-by-play. The game, however, was not seen in Chicago.

Harmon's Grid Chore

Harmon s urid chore

Hollywood, Aug. 30.

Tom Harmon has been picked by KECA-TV to call the USC-UCLA football games. KFI has given Harmon an 11-week leave of absence from his chores as sports director for KFI-TV and KFI.

Harmon will, however, continue to handle his three television shows for the outlet. He does a five-minute sports feature Monday through Friday, a 30-minute layout Sunday, and another half-hour show each Sunday.

NBC, CBS Decide To String With **Own Packages**

Despite the fact that some of their house-built package shows have been on the air several months without a sponsor, both NBC-TV and CBS-TV plan to ride along with the best of these programs in hopes of selling them soon. Both webs, in addition, will continue their emphasis on creative programming, slotting new packages in the early or late evening time periods.

Tops of the NBC sustainers is "Garroway at Large." now aired in the Sunday night 10 to 10:30 period. Web sales chiefs report five prospective sponsors are def-

3-Hour, 3-Net Program For KMTV, Omaha, Bow

The video ban, which caused lively local comment and much pro and con discussion, still applies to the six games the Eagles will play at Shibe Park. However, local TV viewers are certain to see some of the five games away from the home lot.

Initial Eagles appearance before the cameras was the exhibition game with the Chi Cardinals held yesterday (29) in Chicago. WFIL-TV presented the game here by Midwest coaxial cable facilities. George Walsh, WFIL-TV sports director, did the play-by-play. The Eagles, announced the new TV decision, at a press-radio luncheon in Chicago.

James P. Clark, president of the Eagles, announced the new TV decision, at a press-radio luncheon (24) and said the switch was "in accordance with our policy of making available by television all practical opportunities to present the Eagles in action, and to give loyal fans and supporters a chance to see the Eagles away.

The Eagles telecasts are sponsored by Sun Oil.

According to Clark, the no-video stand on the local games has hypoed ticket sales.

NBC NIGHTTIME 74% SOLD OUT

Underlining the belief that television is due for hefty billings during the upcoming season, a roundup of the four major TV networks reveals that NBC is already 74% sold out on its weekly evening time and the CBS availabilities are about 66% gone. ABC and DuMont fall short of the other two webs, but both have a number of new packages on ice which they're confident will snag bankrollers within the next few weeks.

Taking 7 p.m. nightly as the network starting time, NBC's fall program log at this time calls for 24½ hours per week. Of that time, 18 hours have been sold. In addition, two-and-a-half of the still open six-and-a-half hours have been optioned by different advertisers. Biggest hole in the NBC commercial schedule is Saturday night, where "Who Said That," with Crosley sponsoring, is the only show sold. Crosley, in fact, may drop the show, since it has already signed with CBS to bankroll a half-hour version of "This Is Broadway" in the fall.

NBC toppers are confident, however, that their new block programming lineup for Saturday night will go fast. Web is planning a solid three hours of shows, probably starting at 7 o'clock, which will comprise pickups from several stations on the interconnected link tied together by a central theme. Time is to be sold on the block in 15-minute segments, meaning 12 different slots are open to participating bankrollers.

NBC's Tuesday Sellout

NBC's Tuesday Sellout

different slots are open to participating bankrollers,

NBC's Tuesday Sellout

With confirmation this week of the switch from DuMont to NBC of the Old Gold "Amateur Hour." NBC's Tuesday night lineup is completely sold out for the fall and winter. Present layout has "Kukla. Fran and Oille" (Sealtest) from 7 to 7:30; Roberta Quinlan (Mohawk). 7:30; to 7:45; "Camel News Caravan" (Camels), 7:45 to 8; Milton Berle's "Texaco Star Theatre." 8 to 9; "Fireside Theatre" (Procter & Gamble), 9 to 9:30; "Life of Riley" (Pabst), 9:30 to 10, and the "Amateur Hour" from 10 to 11.

CBS, taking the same 24½ hours as average weekly network time, to date has sold 16¼ hours. Saturday night presents the biggest problem for that web also. Only show sold to date on Saturdays is "Winner Take All." bankrolled by Chevrolet. But, as with NBC, CBS is confident it will have little trouble in filling the available time. Ken Murray's "Blackouts," slotted in the Saturday night 9 to 10 period, has already been bid for by several advertisers. Once that show is sold, CBS believes it will easily fill the adjacent slots.

Wednesday is CBS big night so far, with only the first half-hour of the four-hour evening still open. Lineup at present reads Doug Edwards News (Oldsmobile), 7:30 to 7:45; Earl Wrightson Show (Masland Carpets, 17:45 to 8; "Godfrey and Friends" (Chesterfield), 8 to 9, Paul Winchell-Dunninger (Bigelow Sanford), 9 to 9:30; "Armchair Detective" (Whitehall), 9:30 to 10, and the fights (Ballantine), 10 to 11.

Underhill to Coast For **CBS Operations Study**

CBS Operations Study

Presaging an increased use of Hollywood-originated television programs on the CBS-TV web, eastern program chief Charles Underhill planed to the Coast Friday (26) for a 10-day study of CBS program operations there. Underhill plans to oncover all shows now aired by KTTV, the web's Hollywood outlet, to determine which might be suitable for kinescoping for the rest of the country. He'll huddle with Harry Ackerman, who heads up the web's tele program operations on the Coast, with a view towards lining up a greater interchange of shows. Underhill also plans to confab with Ed Wynn, whose weekly half-hour comedy show tees off Oct. 6 via kinescope on CBS' eastern and midwestern nets.

It's Johnson to FCC to TV Industry To Spur Color; RCA, CBS in Again

Santa Fe Goes Video

Santa Fe Railroad has signed for a weekly 15-minute travel film on WCBS-TV, key N. Y. outlet of the CBS web. Films will be scanned in the Sunday night 6:15 to 6:30 slot starting Oct. 2. Agency is Leo Burnett.

Time sale was set by the Chicago office of Radio Sales. CBS' spot sales representatives for owned-and-operated stations.

Set Retailers Confused On Color To-Do

Television set retailers presented varying reactions this week to the effect on sales of the current to-do about color video. Some claimed the newspaper stories on color, which hit the front pages of several N. Y. dailies last week, boomed sales by finally settling the obsolescence issue in the minds of prospective buyers. Other retailers claimed, however, that the public is now more confused than ever and berated the industry for reviving the color controversy at a time when the 1950 models are just hitting the stores.

One factor gleaned from a survey of N. Y. retailers is that the store managers themselves are confused. One such manager confessed to being muddled over such terms as adapters, converters, etc., and whether TV sets will need them if color is approved by the FCC. This was despite the factual information given about such problems in last week's announcement of its new color process by RCA. As a result, some industryites, fearing buyers may be scared off by such an attitude on the part of retailers, are mulling some form of education campaign for dealers throughout the country.

Spokesman for one of the large indie retailers pointed out that stories on color, besides clearing the obsolescence issue, had also brought video into public view editorially. This, he claimed, gave set sales the biggest push they have had since the political conventions a year ago. Another retailer averred that all the publicity given both color and obso-(Continued on page 63)

(Continued on page 63)

BENNY STILL UP IN AIR ON FALL VIDEO PLANS

Jack Benny is still undecided on his television plans for the fall. Comedian declared on his arrival Comedian declared on his arrival from England Thursday (25) that the situation is open. He said he wants to wait until he gets his radio show on the air this fall before resuming negotiations with CBS and American Tobacco on a possible kinescoped TV program from the Coast. Radio show tees off Sept. 11

Benny arrived aboard the Queen Mary a. d planed out the same night for Hollywood. He went to England to attend the opening night of George Burns and Gracie Allen's stand at the London Palladium. Comedian also talked to CBS board chairman William S.

Washington, Aug. 30, Color television development has been setting a dizzy pace here the last week, with FCC driving herd on the industry to show its stuff and chairman Edwin Johnson

has been setting a dizzy pace here
the last week, with FCC driving
herd on the industry to show its
stuff and chairman Edwin Johnson
of the Senate Committee on Interstate and Foreign Commerce
cracking the Congressional whip
to spur the Commission to license
some system, or several of them,
in the interests of getting video
out of the red.

While occupied with problems
involving the CBS system, the
Commission was confronted with
news of the RCA all-electronic
developn ent. Although regarded
as a welcome addition to progress
in color, the new system met with
some skepticism.

Some officials wanted to know
more about the cost of converters
to receive RCA color. They were
not carried away by the fact that
no attachment is needed to bring
in color programs in black and
white. "How does that bring in
color?" they asked.

CBS prez Frank Stanton and his
aid6s apj arently failed to satisfy
the Commission that CBS is safficiently cooperating for the tele
hearlnss beginning Sept. 26, Immediately after a confab Friday
(26), Commissioner Robert Jones
sent Stanton a letter in which he
likened the web's report of its
color advances to a race horse
which "having run a fine race, suddenly balks at the finish line."
Jones said he was "amazed" that
the web failed to order converters
for the forthcoming hearings, even
though it had been requested by
the Commission to provide the
equipment.

Referring to a letter Stanton
wrote him the previous day, Jones
said he was "greatly surprised that
a company the size of CBS should
hesitate to spend the \$12,500 maximum necessary for even 25 converters for black and white receiving sets." Considering that the
FCC decision which rejected CBS
color in 1947 was based in large
part on lack of adequate field testing by other than CBS engineers,
Jones added, the web's stand is
(Continued on page 41)

(Continued on page 41)

Bristol-Myers Has Two Banks to Break on NBC Despite New FCC Edict

Despite New FCC Edict

NBC. in the face of the recent
FCC ban on giveaway shows, will
preem "Break the Bank" as separate radio and television programs
Oct. 5. Quiz show, sponsored by
Bristol-Myers, moves at that time
from ABC. where it has been simulcast. On NBC, however, the
radio version will be aired at 9
p.m. Wednesdays, with the TV version hitting the air an hour later.
Bert Parks will continue as emcee of both shows, with Bud Collyer assisting as announcer 'and
program host. Tele show will have
its own contestants and cash
awards for correct answers, including a "bank" always worth \$1,000
or more. Doherty, Clifford &
Shenfield is the agency for B-M on
both shows.

'SILVER TV THEATRE' SET FOR OCT. 3 PREEM

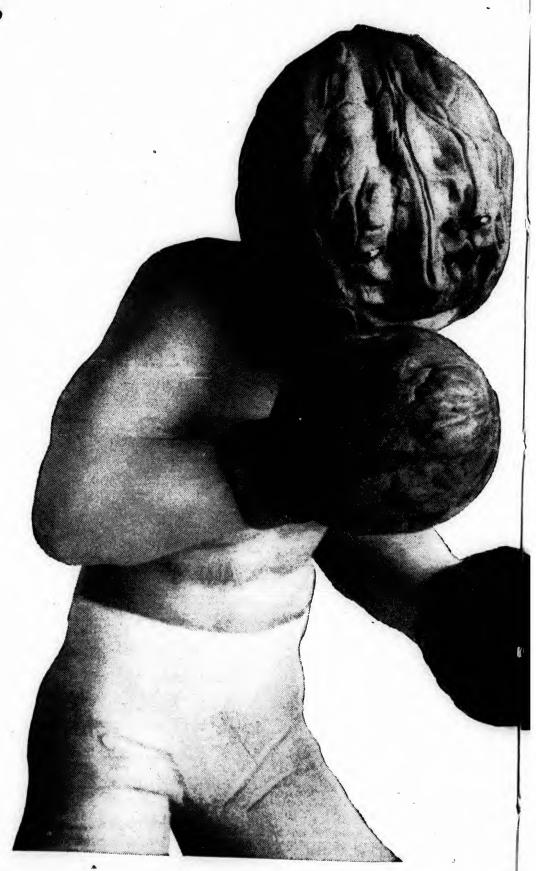
England to attend the opening night of George Burns and Gracie Allen's stand at the London Palladium. Comedian also talked to CBS board chairman William S. Paley, who also just returned from Europe, about his radio and TV plans.

KBTV Set to Go
Dallas, Aug. 30.
KBTV, local television outlet, is expected to start testing this week. Its test pattern will be transmitted on Channel 8 until Sept. 17, when programming will begin.

Joe K. Parrish has been named advertising and publicity director of the video outlet. He was formerly with J. B. Taylor ad agency.

Sell FUK UCT. 3 PREEM
"Silver Television Theatre." International Silver show which preems Oct 3 on the CBS-TV web, will feature an original comedy week with the emphasis on romance to tie in with the sponsory product. Cornad Nagel has been set as program host, with a different name actor planned for each stanza to head up the ceast. Frank K. Telford, Young & Event Cornad Nagel has been set as program host, with a different name actor planned for each stanza to head up the ceast. Frank K. Telford, Young & Event Cornad Nagel has been set as program host, with a different name actor planned for each stanza to head up the ceast. Frank K. Telford, Young & Event Week with the emphasis on the CBS. Two will feature an original comedy will feature

Formidable? Nuts!



Maybe it isn't as tough as it looks.

For example: A manufacturer of facial tissues faced a price war from competitors and buying resistance from inventory-conscious retailers in St. Louis.*

He thought he had a formidable problem... until his agency called in Radio Sales.

The Radio Sales Account Executive (just back from a see-for-himself trip to St. Louis) drew on his vast fund of first-hand experience to give the manufacturer inside information on exactly how "The Housewives' Protective League" on 50,000-watt KMOX could function as his sales weapon.

The manufacturer bought.

And the HPL sold. In six weeks, sales jumped 222%!

If you think you have a tough nut to crack in any—or all—of thirteen of your best markets, call in your Radio Sales Account Executive. His regular visits to each station he represents give you face-to-face facts on how to lick your competition ... and be a champ.

*Another seal life story.

RADIO SALES

Radio and Television Stations
Representative...CBS

Radio Sales represents the Columbia Pacific Network and CBS stations in thirteen of the country's richest cities—ranking first*, second, third*, fifth*, seventh, eighth, tenth, twelfth, fifteenth, thirty-second*, fortieth, fifty-second* and seventy-fourth* in total annual retail sales.

(*And the best TV station, too, in these markets.)

FATHER KNOWS BEST

ith Robert Young, June Whitley, Ted Donaldson, Thoda Williams, Norma Jean Nillson, Eleanor Ted Donaldson, Thoda Williams, Norma Jean Nillson, Eleanor Audley, others; Roy Bargy orch Writer: Ed James Director: Ken Burton 30 Mins.; Thurs. 8:30 p.m. GENERAL FOODS NBC, from Hollywood (Benton & Bowles) Ed James, it would appear, has written himself a honey of a package in "Father Knows Best." This is the situation comedy to which,

Ed James, it would appear, has written himself a honey of a package in "Father Knows Best." This is the situation comedy to which, as a coin-saving expedient, General Foods latched itself on behalf of its Maxwell House product, as replacement for the high-budgeted Burns & Allen show in the Thursday night 8:30-9 period.

There are two factors, however, that may mitigate against "Father" when the Hooper chips are down. Essentially the family-slanted situation comedy clings somewhat to the idiom of "Aldrich Family," which it follows, thus posing the question whether the bracketing of two 30-minute comedy gab sessions is the ideal come-on for listeners. Too, it stacks up against the high-voltage suspense parlay of shows on CBS, with the high-rated "Mr. Keen," in this instance, as the competition.

The fact remains that on its own mentils. "Eather" shanes un as a

The fact remains that on its own The fact remains that on its own merits. "Father" shapes up as a winner, if the initial installment has set the pattern. For scripter James' "average family in an average American town." with its trio of Anderson kids with their assorted dilemmas and comedy-provoking tribulations, hits right at family risibilities. It's real without being maudlin and the comedy stems from hilarious situations and unforced punchy lines (as in the sestems from finarous situations and unforced punchy lines (as in the sequence of the Andersons kicking around the projected marriage of their 17-year-old daughter with a neighbor's kid, culminating in a two-family verbal slugfest and tongue-lashing that registered as a both.

both.

It won't be easy maintaining the pace and qualitative scripting achieved by James on the premiere, but now that he's got the basic ingredients established, it should be smooth sailing.

Robert Young as "Father" was a neat casting trick and right down the line the acting and particularly the timing was firstrate.

Rose.

Rose.

A TALE OF TWO CITIES
With Norman Cousins, narrator;
Less Griffith, announcer
Producer-Director: Jack Babb
60 Mins.; Sun. (28) 4:30 p.m.
ABC, from New York
To mark the fourth anniversaries
of the bombing of Hiroshima and
V-J Day. ABC's public affairs department sent Norman Cousins to
Japan as a special correspondent.
The hour-long broadcast the web
aired Sunday (28) was an editing of
the tape-recorded report the Saturday Review of Literature editor
brought back. While the program
included a good dcal of factual material, the overall effect, however,
was disappointing.
The first 30 minutes were devoted to Cousin's report on Hiroshima, which consisted chiefly of
an interview with the bombed city's
mayor. The civic official himself
spoke briefly in English, but the
major part of the interview was
handled through an interpreter.

mayor. The civic official minister, spoke briefly in English, but the major part of the interview was handled through an interpreter. That fact, however, did not detract from the stirring quality of the mayor's words. He revealed that the death toll of his city was between 21,0,000 and 240,000—more than twice the original estimates. He also revealed that there was a sizable garrison of Japanese solidiers in Hiroshima at the time of the atom blast, which gave the Yanks a military reason for using the bomb. And he explained that Hiroshima has been rededicated as the "Peace City," that it is being rebuilt as an exhibit to halt another war "which would bring thousands of Hiroshimas."

While the factual approach was commendable, the first half of the broadcast leaned so heavily on the side of understatement that it lacked real showmaship values. Second half, which dealt with

broadcast leaned so heavily on the side of understatement that it lacked real showmanship values. Second half, which dealt with Tokyo, injected more dramatic material in the form of recordings of live from a Niponese vaudeville show, some music from a traditional Japanese play. Americanized nightery in Tokyo, man-in-the-street interviews, and an excerpt from a military government briefing session. Cousins stressed the moint that many Japanese feel they ing session. Cousins stressed the point that many Japanese feel they are becoming a democracy merely by aping superficialities of American culture—comic books, baseball, jitterbugging and nightclubbing. More important, he said, is the need for continued reforms.

Show added up to an informative documentary. It would have been strengthened, however, with the addition of more politically significant facts, tighter editing, and a spark of showmanship. Bril,

LUX RADIO THEATRE

LUX RADIO THEATRE
("June Bride")
With Bette Davis, James Stewart,
others; Lou Silvers orch
Producer: William Keighley
Director: Fred McKaye
Witer: Sandy Barnett
60 Mins.: Mon., 9 p.m. (EDT)
LEYER BROS.

Writer: Sandy Barnett
60 Mins.; Mon., 9 p.m. (EDT)
LEVER BROS.
CDS, from Hollywood
(J. Walter Thompson)
Inaugurating its 15th anni as
radio's top dramatic showcase,
"Lux Radio Theatre" remains one
of the prize programming packages
on the airlines. Dramatic stanzas
come and go, but "Lux" has an enviable niche all of its own—as witness its season-round monopoly on
the No. 1 Nielsen rating spot and
the perpetual jockeying among,
competitive networks in a bid to
grab off the show.
For years the keynote of CBS'
Monday night dominance in audience pull, insuring top ratings for
"front and back" shows, it's no
wonder that Bill Paley & Co., in
return for a new Lever nod, reciprocated with a "sky's-the-limit" on
promotion, etc.
Which accounts for the eyebrowraising innovation to mark the 15th
anni—a contest to find the nation's
most beautiful 15-year-old girl, tieing in with 20th-Fox's "Oh, You
Beautiful Doll"; eyebrow raising
because "Lux," in view of its inherent values as a sock dramatic
stanza combining the finest show
biz elements, can afford to remain
aloof from supplementary comeons.

Monday's (29) initial broadcast

aloof from supplementary comes.

Monday's (29) initial broadcast of the new season again revealed "Lux's" capacity to achieve maximum results. The adaptation of the Warners' 1936 comedy. "June Bride," with Bette Davis and James Stewart, was topflight, with William Keighley investing it with top production values. Rose.

production values. Rose.

THIS IS THE NEWS
With Edward R. Murrow, Gilbert
Forbes; Bob Dixon, announcer
15 Mins., Mon-thru-Frl., 7:45 p.m.
CAMPBELL SOUP
CBS, from N. Y.
(Ward, Wheelock)
After an eight-week summer
leave, Ed Murrow was back on the
air Monday (29) night, for what
CBS calls his nightly series of
"news and analysis broadcasts." In
his authoritative, appealing style
Murrow gave capsule reports of the
day's news, about U. S. Senate doings, U. S. Steel hearings, economic
talks with Britain, the stock market, Greek war, Yugoslav tension,
etc. He quoted from President Truman's speech to the Lelionaires
meeting at Philadelphia, and from
the President's comments on the
world crisis in his press talks. Murrow also piped in Gilbert Forbefrom Indianapolis, to give his comments on the G.A.R. encampment.
Murrow's capsule reports are
good for those who want their news
in that form, and as such have their

good for those who want their news in that form, and as such have their place on the air. Especially when given as coherently, dispassionately and simply as Murrow does. But at least one auditor would prefer some interpretation or commentary. Any least one auditor would prefer some interpretation or commentary. Any announcer can do Murrow's present function; more is expected from a man of his reputation. The program is news, alright, but certainly not "analysis broadcasts," as the network claims. The program, beneutron to the state of the program of the program, beneutron of the program of the present world crisis deserves a searching analysis, a penetrating explanation, such as Murrow could give.

Cantor & the ECA

If Eddle Cantor ever decides to hang up his gags, he can launch a new career as a public affairs commentator. Recently returned from a European affairs commentato. affairs commentato. are turned from a European tour, Cantor proved himself to be a sharp and serious observer of current history in an aired over WDET-

be a sharp and serious observer of current history in an interview aired over WDETFM, the United Auto Workers cutlet in Detroit. It was rebroadcast on a platter over WFDR-FM, N. Y., Monday night (29) and will make the rounds of the so-called "laborliberal network" of union and cooperative stations.

Completely ad libbed, Cantor gave an incisive description of the effect of Marshall Plan aid on European recovery. Not being a diplomat, he eschewed double talk and stated his point of view in unmistakable terms. Cantor is for the Marshall Plan program, against pussy-foot tactics towards Russia, for democracy and against pussy-foot tactics towards Russia, for democracy and against all forms of bigotry and discrimination. Cantor has his opinions and some people may differ, but there can be no dispute over his public-mindedness. Paul Morris, of the WDET special events staff, handled the query end of the interview intelligently. Herm.

WY FRIEND IRMA
With Marle Wilson, Cathy Lewls,
Gloria Gordon, Hans Conried,
Donald Woods, Bea Bendaret,
John Brown, Alan Reed, Sandra
Gould; Wendell Niles, announcer
Producer-Director: Cy Howard
Writers: Howard, Parke Levy, Stanley Adams, Roland MacLane
30 Mins; Mon., 10 p.m.
LEVER BROS.
CRS. from Hollywood

ley Adams, Roland MacLane
30 Mins; Mon., 10 p.m.
LEVER BROS.
CBS, from Hollywood

(Foote, Cone & Belding)

"My Friend Irma," rolling into
its third season, continues to be a
crackling good comedy show. It has
two strong factors working for a
solid Hooperating. Firstly, "Irma"
follows the blue-ribbon "Lux Radio
Theatre," and secondly, but more
importantly, it rides with all production cylinders clicking at top
speed. The quartet of scripters,
headed by the program's originator,
Cy Howard, are contributing the
indispensable ingredients of fast
lines and farcical situations.
The characterizations are being
handled by the same cast in the
same expert style of former years.
Marie Wilson, in the title role as
the dumb cluck of a heroine, has
not faded the brightness of her ignorance. Cathy Lewis is back as
Irma's sidekick after being absent
last year. One of the cleverest bits
in the show, is played by John
Brown, as Irma's boyfriend with
an occupational dislike of work.
Other familiar roles are also filled
by topnotch supporting players.

Opening show (29) of the new
season precipitated a steady torrent
of puns, gags, malapropisms and
other assorted forms of absurdity
for a full measure of laughs. The
situation found Irma without a job,
her boyfriend working in an employment agency finding jobs for
other people on a commission
basis, and Irma's friends working
hard to keep her out of trouble.
Lud Gruskin's background music
was neatly pitched to a comedy
level.
Plugs for Pepsodent toothpaste
are slugged home with a powerful

level.
Plugs for Pepsodent toothpaste
are slugged home with a powerful
attack by Wendell Niles and a fancy
system of background whispers
that swell up in a loud chorus hailing—Pepsodent.
Herm.

explanation, such as Murrow could give.

Bron.

WILSONAIRES
With Tommy Port, "Marylin,"
Johnny Duffy orch; John McCormick, enucee
Producer-Director: Andy Christian
15 Mins., Mon-thru-Frl., 2:30 p.m.
WILSON & CO.
WBBM Chicazo
(Eucell & Thurber)

Disker John McCormick dubs in live intro and commercials on this pleasant transcribed package that uses the vocals of Tommy Port and "Marylin." backed by the Johnny Duffy orch. After a shaky preem marked by recorded feedbacks and transcription table foulups, program got into a smooth pace lis second day out. McCormick, one of the abler Chl yakkers, fed chatter and persuasive commercials neatly between numbers.
Selections were surefire vet favorites—"Oh. Wbat a Beautiful Morning." "Summertime" and "Lady of Spain." Baritone Port carried the main load pleasingly, competently assisted by "Marylin," who once - overed Gersbwin's "Summertime" and "Lady of Spain." Baritone Port carried the main load pleasingly, competently assisted by "Marylin," who once - overed Gersbwin's "Summertime" and "Lady of Spain." Baritone Port carried the main load pleasingly, competently assisted by "Marylin," with a few laughs from unexpected quarters. The initial scoul in Chi previous to airing, but WBBM production did a nice job of simulating an all-live show. Sponsor's pitch is for dog food, and while encee McCormick sells it well, there is some doubt as to whether his muisic-loving audicince are pet owners. This is one of those daytime experiments that might work.

Mart.

Mart.

Batack by Wendell Niles aswell as water whether with swell sum in a loud chorus hall ing—Pepsodent.

TALENT SCOUTS

Biever Orch. others

TALENT SCOUTS

Bleyer Orch. others

TALENT SCOUTS

TALENT SCOUTS

TALENT SCOUTS

Bleyer Orch. others

TALENT SCOUTS

JACK SMITH-DINAH SHOREMARGARET WHITING SHOW
Producer: Bill Brennam
Writer: Glenn Wheaton
15 Mins., Mon.-thru-Fri., 7:15 p.m.
PROCTER & GAMBLE
CBS, from Hollywood
(Dancer-Fitzperald-Sample)
A good show, to which something
new has been added for the season—in the person of Margaret Whiting, who rivals Dinah Shore in the
femme phase of name singers. Miss
Whiting works Monday and Friday
with Smith, Miss Shore Tuesdays
and Thursdays and the two alternate each Wednesday.
Almost exclusively musical, with
a minimum of script between
numbers, Smith's new show gets
over nicely. On the entire week
of programs it adds up to a series
of standard and pop-recorded tunes
by all three singers, solidly backed
by an excellent combination under
the direction of Frank DeVol.
If anything can be cited as having a weakening effect on the
broadcasts Smith himself is to
blame. His vocal forte is rhythmic
material which brings out the infectious style that brought him to
attention. On the opening week's
shows he leaned toward ballad
material such as "Maybe It's Because," a type of tune that he unquestionably is handling better
than heretofore, but which simply
isn't Smith. Of course it's to be
expected that working in tandem
with either Miss Shore or Miss
Whiting he must take on a ballad
or two for the interests of pacing,
while they occasionally kick up a
light beat item, but it's a circumstance that decreases the show's
impact to a pop tune level. Smith's
is a "happy" voice and he'd be
better off, and so would the show,
if a better attempt were made to
provided by Miss Shore and Miss
Whiting and their promoting of
recorded material. There are
plenty melodics available, with a
little digging, that would make
Smith's innings different and at
the same time play to his ability.
"I Still Get a Thrill," which he
did Thursday (23) isn't different
enough.

HOLLYWOOD STAR THEATRE
With Jeanne Bates, Ronald Colman, Bill Jonstone, Janet Scott,
Paul McVey
Producer: Jack Van Nostrand
30 Mins., Sat., 8 p.m.
ANACIN
NRC from Helburged NBC, from Hollywood

30 Mins., Sat., 8 p.m.
ANACIN
NBC, from Holl-wood

(SC&B)

"Hollywood Star Theatre," resuming after an eight-week layoff, is a neat, modest-budgeted dramatic show. Novel peg of this airer is its showcasing of up-and-coming film and radio thespers in the lead parts with a top Hollywood name appearing to introduce the new-comers. While the studio stars contrib only some perfunctory comments, they make good dialer bait and publicity icing. Show's basic value, however, depends on the calibre of scripts written by free-lancers.

Opening show Saturday (27) was a solid horror piece that was expertly projected by a good cast. Yarn involved a murder-for-insurance scheme with an innocent young gal playing the patsy for an urbane killer. Although the wind-up rescue was based on a series of unlikely coincidences, the plot developed several original twists that provoked interest and attention. If future scripts maintain the level of the opener, this airer should garner a hefty sector of the Saturday evening market.

Newcomer on this show was Jeanne Bates who played the fentile lead. She registered effectively, showing plenty of emotional power in the near-murder scene. Ronald Colman handled the intro in his usual suave manner. Rest of the cast also performed expertly with a good assist from the background music.

Her. ...

GUESTIN' WITH KESTEN
Writer: Bob Kesten
Producer: Art Hiller
30 Mins.: Fri.. 9 p.m.
Sustaining
CBC, from Toronto
Bob Kesten is the former manager of CJBC. Toronto, flagship of the Canadian Broadcasting Corp.
who quit that important job to hear more of himself on the air and to see his opinions in print. This latter is covered by his new and newsy radio column in The Toronto Telegram; the former by his new interview series. "Guestin' with Kesten," a title which should make any purist wince.
However, the now widely-read radio columnist has concocted a celebrity palaver session that originates in CBL. Toronto, and is carried by 30 stations of the CBC Trans-Canada network. Kesten takes the stanza leisurely but (Continued on page 39)

(Continued on page 39)

MEREDITH WILLSON SHOW.
With Talking People; Josef Marais & Miranda, Jivin' Joe; Mel Torme, guest
Writer: Meredith Willson
Producer; Myron Dutton
30 Mins.; Thurs. 8 pm.
GENERAL FOODS
NBC, from Hollywood
(Young & Rubicam)
Pending the return of "Aldrich
Family" to the Thursday night at
8 slot on NBC, General Foods is
giving the "Meredith Willson
Show" a five-week whir!. (Program
was heard under same sponsorship
auspices last season on ABC. As
a stopgap for the late summer-early
fall NBC kickoff, the Willson stanza
has a sufficiency of pleasureable
moments.
There's something unpredictable

moments.

There's something unpredictable about Willson and his musical aggregation. Granted he's not AFRA's choicest specimen in the gift of gab department, or that the writing has prize-winning overtones. The fact remains that there is an arresting quality about the pseudo-philosophical, corny ramblings. He literally throws the book at his audience in the potpourri that represents a musical format, but at the most unpredictable moment there emerges a line or a musical tidbit that redeems the stanza.

musical tidbit that redeems the stanza.

Last week's initial NBC broadcast spanned the gamut—typical for the Willson course. His byplay with the Talking People and their precision tongue dance (which incidentally, provides a lift to the Jello commercial); the transition from the Josef Marais and Miranda South African incantation to Joyous hymnal notes of "Abide With Me" the provocative jumping of Jivin' Joe, the excursion into the Willson "chiffon swing" and the variation on the Sigmund Spaeth "tune detective" stunt—they were all in evidence in a loosely-constructed formast that, perhaps by intent, had the listener hanging around to find out what's coming up next.

Mel Torme was the first of a solve of wealth guests.

Mel Torme was the first of a series of weekly guests. Rose.

TRUTH OR CONSEQUENCES With Ralph Edwards; Shelley Win-ters, guest; Harlow Wilcox, an nouncer

nouncer
Producers: Al Paschall, Fred Carney, Floyd Hold
Director: Ed Bailey
Writers: Phil Davis, Mort Lewis,
Paul Edwards, Al Simon
Organist: Buddy Cole
30 Mins.; Saturday, 8:30 p.m.
PROCTER & GAMBLE
NBC, from Hollywood
(Compton)
Ralph Edwards' "Truth or Consequences," with its telephone give away stunt, is one of the shows that could come under fire of the recent FCC ban. Unlike those which depend strictly on the jackpot twist, though, this one was originated 10 years ago and built its following sans the giveaway before such audience lures were conserved. As a result, if the FCC ban sticks, it would be possible for Edwards to revert to his original format and still probably maintain the high ratings the program has received in previous years.

"T. or C." returned to the air Saturday night (27) after the usual summer hiatus. Format, judging from the initialer, varies not a whit from that of last season. The show was replete with questions submitted by listeners, the contrived consequences for giving out with wrong answers and the giveaway stunt. There was enough entertainment value in the "T. or C." part alone to indicate Edwards could eliminate the telephoning with little loss of audience.

Edwards' successor to the "Miss Hush" and other identification contest is "Laughing Boy." with a \$2,500 prize going to the listener who identifies him. Mystery character made a call to a listener during the week and Edwards rephoned the same listener during the broadcast to play back a transcription of the recording for identification. Fact that the recording was very bad, however, almost negated the stunt, since the mystery man's voice could hardly be heard. With no winner last week, another listener will get a chance on the next show.

Consequence anties Edwards put the studio contestants through still.

Consequence antics Edwards put the studio contestants through still sounded too visual for the most part. Studio audience got all the benefits, with home listeners forced to rely on the emcee's description of the goings-on. Stunts, though corny, were clever. There may be listeners who would object to the way the contestants bid for self-ridicule, but, with no klekbacks from the participants themselves, Edwards probably has no worries on that score.

Edwards handled the stunts extremely well, with his bouncing

ls handled the stants ex-well, with his bouncing ty helping to take the tremely well, with his take the personality helping to take the sting out. He and announcer Harlow Wilcox teamed on the commercials, selling a new Duz formula Stal. tremely acceptably.



WCAU'S Umbrella Coverage covers the largest audiences in the nation's third largest market. . . . Current ratings give WCAU the biggest audience acceptance in its history. WCAU is the best and most economical road to sales success in the Philadelphia market.



TV AM FM

The Philadelphia Bulletin Stations

Dumont, from N. Y.

Film-legit comedian Roscoe
Karns bowed in as a television
actor and producer on this show,
which was aired in DuMont's "Program Playhouse" showcase slot.
Comprising a new twist on domestic comedies, involving Karns as
a middle-class family man beset by
an apparition conscience, the show
indicated good potentialities as a
regular series. Story, acting and
direction were all professionally
capable, with the program generating some of that warmth which
has become a standard feature of
comestic comedies on TV.

Karns demonstrated that there is
still no substitute for experience
when it comes to thesping. Way
he handled his lines and moved in
front of the cameras, even on a set
that was often too limited in space.

when it comes to thesping. Way be handled his lines and moved in front of the cameras, even on a set that was often too limited in space; showed he too can make the switch to tele with beneficial results for the audience. He was cast as the father of a teenage daughter, who almost wrecked her chances with her first boyfriend by his bungling efforts to do the right thing. His conscience, dressed as a clown and called "Inky Poo" (something should be done about that name, appeared from time to time via super-imposition to set him back on the right course.

Supporting cast was good topped by Mary Loane as Karns wife, Sally Kester as the daughter and Jimmy Goodwin as her boyfriend. Curtis Wheeler played the clown but the role didn't call for much thesping ability. Larry Menkin directed, with technical director Frank Bunetta doing a neat job on camera direction. Package is being handled by the Wilbur Stark-Jerry Layton outh.

Huntington, W. Va.— WSAZ-TV, first television station in West Virginia, has set Nov. 15 as its starting date. Station claims it will have the most complete tele operation for a city the size of Huntington in the country. Marshall Rosene, until now station manager of WSAZ, has been named general manager of the TV outlet.

SWEEPSTAKES QUIZ With LaVell Waltman, guests Directors: Bud Witherbee and Dick Jackson 30 Mins.; Thurs. 8 p.m.

Sustaining
WAVE-TV, Louisville
Any TV show with a Churchill

Downs background will get attention in this hoss race-minded town, and this one has an excellent set depicting the grandstand at the famous Derby oval, executed by Mary Alice Hadley. Contestants, three males and three femmes, were local sports figures in the field of baseball, golf and tennis Men were Billy Herman, 21-years in major and minor league baseball; Wayne LeMaster, also retired pitcher who made the rounds from minor league to major, then back home where he is proprietor of an antique shop, and Irv Jeffries, local boy who played in the majors. Gals were local tennis and golf tournament players. Sweepstakes quiz gimmick was a chart depicting horses, which were advanced when the contestant answered the question correctly. Q's and a's were on various subjects, but none strangely enough on sports. Quizees were rather slow on the upbeat, and closeups were greeted for the most part by deadpans. Neat job of mc'ing was turned in by LaVell Waltman, regular WAVE radio announcer. One distracting note was announcer's stand which in some shots took up too much space in the frame. Waltman kept the quizzes in a light vein, and had the contestants in a happy mood throughout.

Telephone angle was worked by calling individuals with a jackpot question, which no one answered at the show caught. Prizes to be given away are a television set, portable radio, and a vacation trip to Fontana Village, in the Smokey Mountains. Contestants on the show were given cigaret lighters, compacts, and the like.

Another gimmick which was slanted at viewers was a jissau howing part of a man's face, nose and ear. Each week another section will be added until someone guesses the identity of the phiz. There's a lot of good quiz stuff for contestants, viewers, and stay-at-homes, with a chance for all to win something.

Nice production effort went into this stanza, camera work was sharp, and results are to be commended.

TOP VIEWS IN SPORTS With Jimmy Evans Producer: E. M. Giucksman 15 Mins.; Sat., 7:15 p.m.

With Jimmy Evans
Producer: E. M. Glucksman
15 Mins; Sat, 7:15 p.m.
Sustaining
WJZ-TV, N. Y.
Produced by All American News,
this sports reel is a snappy, firstrate compliation of weekly highlights in the sports world. Quarterhour reel is being distributed by
United Artists and has already been
picked up for sponsorship in most
of the key video areas outside of
New York. During the fall season
it will make a solid supplement to
the professional and collegiate
weekend football schedule.
Reel has a straightforward format, briefly but adequately covering about five or six events weekly.
Typical film Saturday (27) included
a good shot of the Japanese
swinmer taking the AAU meet, and
clips of the recent tug o' war champlonship meet, the Connie Mack
ceremonies at the Yankee Stadium
and the 100-mile midget auto race
in Milwaukee. Slight femme angle
was inserted in a feature shot
showing Patty Berg instructing a
group of women on how not to hit
a golf ball.
Commentary is handled clearly
and simply by Jimmy Evans.
There's no reason, however, why
Evans' picture should be used to
introduce each news shot. A different cutting technique would helpsmooth the transitions. Herm.

VERSATILE VARIETIES
With George Givot, emcee; Jack
Parker, Audrey Palmer, Three
Beaux & Peep, Charles Duo;
Jerry Jerome orch
Producers: Charlie Basch, Frances
Scott

Director: Mark Hawley 30 Mins.; Fri., 9 p.m. BONAFIDE MILLS NBC-TV, from N. Y.

introducing the acts showed no imagination. Then, when he had a chance to demonstrate his Greek dialect material, the show ran overtime and he was forced to abandon it. Best of the acts was Three Beaux and a Peep, a vocal ensemble which pleased with some close harmony. Juggler Jack Parker was standard, even though he worked from a unicycle, and Audrey Palmer was so-so with an impressionistic "bat" dance. Charles Duo (man and girl) performed some conventional roller skating gyrations.

As an added feature, Givot explained the talent was auditioning on the show for nitery bookers and announced at the close that the vocal group had got a job out of this one. This might lure some good, unknown acts to the program. Show was staged in a simuluated nitery, which again has been done before, with the acts playing before a standard curtain. Jerry Jerome's orch handled the music capably.

Jerome's orch handled the music capably.
Commercials brought back the "Wear" and "Tear" characters who appeared last year, along with the "Bonny Maid," Bonafide's trademark. Plugs do an adequate selling job. Show is packaged by Basch Radio & Television (Charlie Basch and Frances Scott) and directed for NBC by Mark Hawley. Stal.

SUNDAY DATE
With Helen Lee, Cavalier Trio with
Dick Style. Paulette Sisters (4),
Shirley Levitt, Joe E. Marks
Producer; Jack Caldwell
Director; Jac Heins
15 Mins.; Sun., 7:15 p.m.
Sustaining

Sustaining
NBC-TV, from N. Y.
"Sunday Date" is a pleasant lit-NBC-TV, from N. Y.

(Gibraltar)

After experimenting with sevral half-hour television formats last season. Bonafide Mills returned to the air Friday (26) with a standard vaudeo presentation. Show is patterned after almost every variety program that's been on TV yet, Such a layout, at its best, would be dependent entirely on talent and, at least as far as the preem went, the talent wasn't overly impressive.

George Givot, as emcee, was lacklustre. His opening monolog failed to catch on even with the studio audience and his method of tle 15-minute musicale, similar in

with both the Jimmy Dorsey and Larry Clinton orchs, she's a looker with a good set of pipes, whose forte apparently lies in blues. Other talent on the show was good. Dancer Shirley Levitt looked well in an impressionistic number that was highlighted by some fine shadow lighting and camera effects. Paulette Sisters, a vocal quartet, handled their two numbers adequately but would have more impact if they limited their efforts to one tune. Joe E. Marks did a neat introduction with a rhythm monolog routine and the Cavalier Trio, led by Dick Style, backed the acts capably.

Other shows like this have served as good testing grounds for

ved as good testing grounds for new camera and lighting tricks, and producer Jack Caldwell and Director Jac Heins evidently plan to follow that formula. Stal.

Tele Followup

"Cavalcade of Stars" sponsored by the Whelan chain of drug stores could be one of the better variety could be one of the better variety shows on video. The talent is certainly there and Jack Carter has, by now, learned the knack of integrating a show and keeping it going. However, the oft-heard complaint of the frequent and unimaginative commercials are sufficient to knock any show off its keel. The filmed plugs too often break up the mood and the program's personnel must get started again.

break up the mood and the program's personnel must get started again.

Talent on Saturday's (27) show wasn't hard to take at all. Most of the acts did extremely well and Carter individually did one of his better stints. The Winter Sisters' acrobatics warmed up the set and Georgia Gibbs produced a high standard of warbling.

The Brooklynese of Phil Foster also registered extremely well as did the comedy antics of the Pitchmen. Kathryn Lee did a tasty bit of dramatic ballet. In fact as far as talent was concerned, the sole negative turn was that of the Treniers, a strictly jive and bop item.

Under sensible standards of commercials, this show should have hit the upper rungs of audience acceptance, but with the pace broken up so frequently by plugs, it wasn't.

what's an auto got to do with Mrs. Murphy's chowder? A LOT, SIR-really.

Please read carefully. It's a pretty thrilly thing:

It began in May, as many things are apt to do. It began with 1,735 personal interviews for WOR by Pulse, Inc. in autodrivers' homes. WOR was rather lavish-it asked its questions in 12 metropolitan counties. Might as well be thorough, thought we.

We could trample you with facts and technique usage and a lot of etcetera. But that's all done in a very precise folio called "Audience on Wheels" which you may have for f-r-e-e, by asking.

WOR found that there are 1,493,000 cars on the roads of metropolitan N. Y., with radios in them.

Between the weekday, Mon. thru Frl.,

hours of 7 and 9 AM there are 1,064,800 people in the cars. Between the hours of 5 and 7 PM, there are 1,107,000 people. That's people!

During the average weekday 14 hr., WOR found 193,300 people listening between 7 and 9 AM and 230,500 people listening between 5 and 7 PM.

And now, the point-MORE PEOPLE LIS-TEN TO WOR ON CAR RADIOS DURING THESE HOURS THAN LISTEN TO ANY OTHER MAJOR NEW YORK STATION. AS MANY AS 47,500 WERE FOUND TUNED NIGHTLY TO WOR'S "NEWS ON THE HUMAN SIDE", FOR INSTANCE.

These facts, Gentlemen, are not to be

sloughed-they add to thousands of chowder sales and candy sales and clothing sales and-Oh, anything.

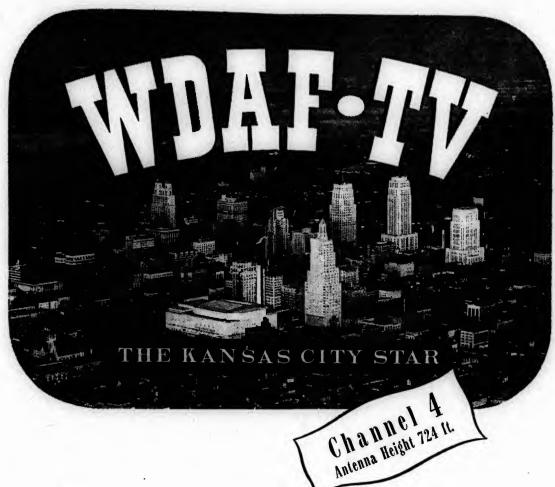
Don't you want to sell a lot more for less? It's a normal thing to do.

Our address is 1440 Broadway, in New York.

- heard by the most people where the most people are

P.S. Remember-write, or phone, for your free copy of "Audience on Wheels."

irst in Kansas Cir





Kansas City will receive its first television test pattern starting September 11th...



The BEST in programming October 16th

Represented Nationally by EDW. PETRY & CO. • Simultaneously with the broadcast of the first test pattern in Kansas City, The Kansas City Star, in co-operation with the Electrical Association and TV manufacturers and distributors, opens a gigantic three-day TV demonstration in the Municipal Auditorium. This closed-circuit demonstration will show actual television pictures and acquaint the public with the latest and best in TV development and reception.

Owned and Operated by KANSAS CITY STAR COMPANY THE

initely interested in the Chicago-originated revue. Despite produc-tion values which have attracted trade interest, the show carries a talent and production nut of only \$4,500. According to one NBC spokesman. the same program could not be staged in N. Y. for less than \$7,000.

38

less than \$7,000.

NBC is also continuing to pitch "Black Robe" to the ad agencies and their clients. Despite the sordid characters who appear on the show, NBC believes it has discovered a way of including commercials by confining them to opening and closing spots. Then, by injecting some kind of humor into the last court case tried, the script could swing easily into the commercial.

"Lights Out." half-hour suspense

"Lights Out," haif-hour suspense meller, is now being considered by Admiral, and General Foods is muliing sponsorship of a projected half-hour program starring Bobby Clark, to be produced by NBC in collaboration with Mike Todd. Web may drop its "Believe It or Not" package but plans to continue on the air with "Mixed Doubles," staged in conjunction with Carleton Morse, and the Philadelphia-originated "Nature of Things."

CBS, which has had little trouble in selling such house-builtted.

packages as "Studio One," "God-frey and Friends," "Goldbergs" and "Mama," will ride along with the two best it now has on the air. These are "Mr. I. Magination" and "Wesley," both produced by Wor-thington Miner, who also does "Studio One." CBS, in addition, is lensing a kinescope audition of at least one new house pack-age each week. Latest to receive the closed-circuit audition is "The Cassidys," haif-hour domestic com-edy series revolving about an Irish-American family.

TIDEWATER SPONSORS STANFORD GRID TILTS

Chi Sponsor Objects To 'Too Much Commercials'

Chicago, Aug. 30. Evans Furs, a major Chi radiotele advertiser, has switched its overail ad accounts from State Advertising to W. B. Doner agency after learning the sad lesson that TV viewers are demanding some-thing better for entertainment than straight 30-minute commer-

As a result, Evans' "Fur Fashion As a result, Evans' "Fur Fashion Parades," two half-hour shows on WGN-TV pitched at housewives on a straight selling basis, have been cancelled out after four weekly appearances. Doner is now building a new TV show for Evans, with emphasis "on entertainment that will sell fur coats in a more subtle fashion."

fashion."
Another Doner move is the cancellation of WGN's transcribed 15-minute "Jim Ameche Show," effective Sept. 3, and a switchover to WIND for radio advertising. Doner is taking several 10 and 15-minute strips, including a solid quarter-hour of music slated for Sunday a.m.

Amarillo, Tex. — KAMQ. owned and operated by the Top of Texas Broadcasting Co., will be local Mutual affiliate replacing KLYN, formerly known as KVAI and which becomes the local CBS outlet. KLYN is owned and operated by the Plains Broadcasting Co.

WPIX TIES IN WITH N. Y. CITY TV UNIT

N. Y. Daily News' WPIX this week became the first television station in the metropolitan area to collaborate with New York City's new tele production unit. Station collaborate with New York City's new tele production unit. Station signed to carry a series of semi-monthly programs, titled "This Is Your City," starting Sept. 8 at 8:15 p.m. Shows are being staged by the city as a public service venture.

Programs, each running 45 min-Programs, each running 45 minutes, will cover all phases of municipal government, taking the public behind the scenes in the various city departments. Initialer, on housing, will originate from a WPIX studio. Other shows on occasion will be staged at the city's studio, now building on Park avenue, or from remote locations, such as a hospital or police station. Both film and live productions are to be presented. to be presented.

City's TV production unit is headed up by Ciifford Evans.

Channel Shifts

Continued from page 30

tain to use as a site for a 562-foot antenna to cover the large rural area in the Piedmont district. Un-

antenna to cover the large rural area in the Piedmont district. Under the new allocations, it said, the Commission proposes a separation of 110 miles between stations on adjacent channels, but Greensboro is only 85 miles from Charlotte, and will cause it interference.

The station also objected to the proposed use of channel 4 at Columbia, S. C., which is 85 miles away, and which, it asserts, would break into a substantial part of WBTV's audience to the south. It therefore requested that channel 4 be deleted from the proposed Columbia allocation, which provides three VHF stations.

WBTV also declares that the proposed use of its channel in Richmond, Chattanooga and Savanah, which are 200 to 250 miles from Charlotte, will interfere with its service area. It therefore recommended that the Commission permit the use of off-set carried agreements between WBTV and the stations which would be given the proposed co-channel assignments to posed co-channel assignments reduce interference all around.

Hey, Bub

Continued from page 29

has been greatly diminished by the has been greatly diminished by the establishment last year of its own station. During the war, it said, there was not more than one station in any city in Alaska. Now there are three in Anchorage, two in Fairbanks, one each in Juneau, Ketchikan and Seward, and one to be established in Sitka.

In addition, said KFRB, the Army had no stations of its own during the war but relied on the commercial stations to broadest AFRS programs. Since 1945, FCC was told, the Army has established stations in most areas and is now

was told, the Army has established is now completing outlets at Ladd Field and Elison Field, both of which are near Fairbanks. The Army is expected to have its stations in operations. tion next month, according to KFRB, and will remove all AFRS programs from the commercial out-lets.

In view of the fact that applica-ons for clear channels are frozen tions for clear channels are frozen pending a determination of policy, KFRB contended that KFAR "should be willing to take its chances with ail other qualified applicants for clear channel operation if the Commission decides that it is in the public interest to break down 660 kc or any other clear channel. If KFAR betieves that the public interest would be served by the establishment of a clear channel station at Fairbanks, it can file a regular application after the Commission's decision has been made on the entire question."

Draper Lewis Wedding

Frankfurt, Aug. 30.
Draper Lewis, formerly with
CBS' program writing department,
and Gloria Dapper, of Faribault,
Minn., to be married here Sept. 3.
Both Lewis and Miss Dapper
are currently with the production
staff of the American Forces Network. They will return to New
York in December.

Greensboro, N. C.—WIFM, El-kin's first radio station, made its first appearance on the air Aug. 10 with four hours of programs saiuting the grand opening.

Chi TV Originations Becoming the Vogue; DuMont's Morgan Show

Chicago, Aug. 30,

Chicago. Aug. 30.

DuMont's first Chi-originate network show starts Sept. 5 with pianist Ai Morgan 88ing the 30 minute production out of WGN.

TV. Stromberg-Carlson will retain the local sponsorship, with Morgan, now on his second 13-week ruh with WGN-TV, being sold on a co-op basis to each of the 10 Du-Mont outlets.

gain, how on his second 13-week ruh with WGN-TV, being sold on a co-op basis to each of the 10 Du-Mont outiets.

Further feature of the deal is DuMont's idea of teletranscribing the show in New York and peddling it to non-interconnected outlets on the same open-end basis, with local sponsors paying the freight at each station.

Frank J. Hogan, who booked Morgan originally into Heisings' Vodvit Lounge here, from where the pianist made his big TV splash, is in New York this week to handle eight sides being cut by Morgan for London diskery. Hogan has been pushing hard for the TV network angle, figuring on Morgan's sock appeal for records and personal appearances, once eastern viewers get a gander at his style.

Hogan is likewise lining theate appearances on his N. Y. junket.

Kansas City, Mo. — WDAF-TV, owned and operated by the Kansas City Star, launches regular commercial operations Oct. 16, with test patterns teeing off Sept. 11, Station has set a program schedule of four hours nightly, seven nights a week and plans to air kinescoped shows from all four networks.





The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH Productions KANSAS CITY 6, MISSOURI

AT LIBERTY, beginning today. Fat Old man. Writes and speaks American. Has Tux and Stopwatch. Also, typewriter at home. Specialties—Radio dreaming and execution—1 to 120 minutes—1 to 1000 times weekly. Crack-of-dawn rehearsals welcomed. Also doubles in Plans, Publicity, Details. Agency Experience—with good ones. A complete job in one man. Why wait? Phone LExing-ton 2-1636. any time except Thursday a.m. If my wife answers, don't let her snub you.

All "EXTRAS" are standard equipment

There's a good reason why so many advertisers select WLW first as the vehicle to carry new selling appeals.

WLW-700

For here is a radio station with unequalled facilities - a great station that is equipped to provide many extra services far beyond simply selling time on the air.

And here, in WLW-Land, are 330 counties comprising parts of seven states -an area that presents a true cross section of the nation.

Yes, you'll find that WLW's Merchandise-Able Area is an ideal proving ground for new advertising campaigns, new techniques, new products. And with a "know-how" peculiar to its territoryplus adequate manpower-The Nation's Station is in a position to help you study this market of nearly fourteen million people. It can smooth the way in securing distribution . . . gaining dealer cooperation...getting consumer reactions.

If you are planning to launch a new advertising campaign or introduce a new product, talk it over first with The Nation's Station.

SOME WLW "EXTRAS"

People's Advisory Council

to determine program preferences and for general consumer market studies.

Consumer's Foundation

to determine consumer reaction to producis and packaging.

Merchandising Departments

to stimulate dealer cooperation, check distribution, report attitudes, etc.

to check potential buying responses, effect of new packaging, displays, etc.

Buy Way

monthly merchandising newspaper for retailers and wholesalers.

Crosley Broadcasting Corporation



THE NATION & MOST MERCHANDISE ABLE STATION

Radio Reviews

SONGS TO CHEER
With Nancy Evans, Jack Kelly
orch, Marty Hogan, emcee; Bill
Harmon, announcer
Producer-director: Bob Platt
15 Mins., Mon.-thru-Fri., 7:30 p. m.
PATRICK HERNRY BEER
WCFL, Chicago
(Carroll Dean Murphy)
Nancy Evans was the whole show
in this one, which depends on
sparking by guest stars to make
it worthwhile listening. Miss
Evans warbled nicely through
"There's Yes, Yes in Your Eyes,"
"Lover's Gold" and "Blue Skies,"
flashing a lilting tease of a voice
that was built just right for radio.
Disker Marty Hogan did the emcee chores and showed the effect
of too many radio shows per week,
His style apparently goes better on
solo stints, since his chatter with
Miss Evans sounded rushed and
improvised. Jack Kelly orch did
a good job of backing.
Commercials, spriat by Hogan and
announcer Bill Harmon, were capably handled. It's good listening
as long as the music is on, but a
more suave job of emceeing would
be in order

PEOPLE'S
POETRY
With Hers

PEOPLE'S POETRY
With Herb Newcomb
Producer-Director: Robert White
15 Mins., Sun., 9:45 p.m.
WENR, Chicago
WENR, Chicago
WENR as after stay-at-homes, culture vultures and lovers of folk-siness in this once-weekly series of poetry read dramatically by Herb Newcomb. Studio orch and records create an intrepretive background for each selection.

On show caught, Newcomb did a varied dramatic reading of poems ranging from war themes to pastorals. Except for one flaw, when a musical bit from a record was overplayed, Newcomb slipped easily from one mood to another with no jolting transitions. He showed an adaptive voice and some skill in catching the keynote of the selections.

This is good mood stuff, deriving

This is good mood stuff, deriving This is good mood stuff, deriving from but considerably higher than an Eddie Guest session. If WENR hasn't over-estimated its audience LQ, the program might well catch on as an oasis of peace among noisier Sunday night shows.

Mart.

TO THE LADIES
With Eliss Barrett
55 Mins., Mon.-thru-Sat., 10:05 a.m.
WPTR, Albany
One of the programs on this 50:000-watter backboned by music
library and teletype, "To the
Ladies" is moderately listenable.
Format of recordings spaced by
news oddities is maintained by a
new conductor, Ellis Barrett, who
formerly held a post in the radio
promotion of the Providence (R. I.)
Bible Institute. Aside from fact
that the music is selected with an
eye to permitting continuance of
chores by housewives, show is not
particularly s1 a nt ed tow a rd
femmes.
Barrett possesses one of the best

Barrett possesses one of the best Barrett possesses one of the best voices in Aibany radio—deep, resonant and masculine. His tone and approach lean in the direction of the formal. Possibly a more flexible and intimate approach would be helpful. Barrett skilfuliy uses the news oddities as a bridge and sometimes as a cue for the next number. Occasional inclusion of area items or angles might give broader appeal.

Radio Followup

"Tales of Fatima," haif-hour transcribed drama series, dusted off a new mystery format in its CBS groove Saturday night (27). Guest.

points up the proceedings with his quiet but cogent questioning. He introduces each guest with a helpful, thumbnail description of physical appearance and working background and then into the interview. Included Kate Aitken, director of women's activities at the current Canadian National Exhibition; Dave Hutchison, publicits of the Bell Telephone Co., on the trouble switchboard girls have with quiz program contestants; Geri Sniderman, dress designer, on forthcomman, dress designer, on forthcomman frends; and Josh White, folksong singer (and strangely no mention of "One Meatball").

With two men and two women, interview program was well-balanced, with time wisely varied and greater part of the gabfest commendably given over to Josh White. Programs is pleasantly informal and informative; but opening would be more advantageous with even a fanfare plus the separate interviews livened up by short musical bridges.

McStay.

Sponsors Wrapped Up For 3 KPIX Programs

San Francisco, Aug. 30.

UHF To VHF

San Francisco, Aug. 30.

KPIX has sold three TV programs. Sherman Clay and Co, will sponsor the 15-minute "Music Album," a program pitched for Hammond Organ demonstration, with that instrument used during program as accompaniment for popen and classical numbers.

Henry J. Kaiser Motors has bought a man-on-the-street interview program utilizing the Kaiser automobile as background. Don Gilmore, Frisco Chevrolet dealer, has bought one of the most popular TV half-hours at KPIX, "Share-a-Charade," starring Ruby Hunter. This Sunday evening show will use live and sound on film commercials.

Continued from page 30

television. Opposing intermixing as "undesirable," the association recommended that the entire UHF band be asigned to commercial video.

In a brief filed by the Federal Communications Bar Assn., the legality of the allocation table as a hard and fast procedure for considering station applications was challenged. Adherence to the therever it can possibly be done.

TBA, which also supported the master plan concept, urged that a mission action, and prevents "fair, died to each of the principal cities to maintain competition in by Congress.

NBC SPOT SHOWCASE



THE FOOD MAGICIAN

featuring Osborne Putnam Stearns WMAQ, Chicago

(12:15-12:45 PM Monday-Friday) Available on Participation Basis

In two years Stearns pulled 103,265 pieces of mail

pieces of mail
Recipe booklet offer pulled 6,000 requests
Monthly merchandising paper to
6,100 retail grocers
Sponsored for 157 consecutive weeks
Music and travel talk blended with

Tremendous personality and charm

\$75 per participation \$350 for five per week



LEIF EID AND THE NEWS

WRC, Washington

(6:05-6:15 PM Monday-Saturday) Available as a Program

Distinguished analyst and commentator Chief NBC Washington News Bureau Former N. Y. Times reporter and Pulitzer scholarship holder

Called "excellent, terse and construc-tive" by former Federal Reserve Chairman

Top-rated program at this hour Best news time in nation's most news-conscious city

Three programs a week for \$383.25



THE BOB BENDER SPORTS SHOW

WGY, Schenectady

(6:30-6:45 PM Monday-Saturday) (6:15-6:30 PM Saturday) Available on Participation Basis

Top-rated sportscaster in tri-cities Bender used to write Bill Stern's show Was assistant to NBC's Director of Sports

Former play-by-play commentator: Junior World Series Southern Conference Football All commercials receive special, tailor-made lead-in by Bender

\$70 per announcement



LES WEELANS AND HIS PIANO

KOA, Denver

8:45-9:00 AM Tuesday and Thursday) (or Tuesday, Thursday and Saturday) Available as a Program

Known locally as "Denver's keyboard wizard"

Weelans an established musical director Plays popular songs and old-favorite requests

Precedes NBC's "Marriage for Two" Sponsored by local furniture dealer 3 days per week

Only \$121 for three programs per week



MODERN FARMER with Jim Chapman WTAM, Cleveland

(6:00-6:45 AM Monday-Saturday) Available as a Package

Twelve years a radio farm expert Chapman was War Food Administration official

Features news summary, livestock

reports, interviews
Four announcements pulled 4,128

requests for calendars
Directly traceable sales for 21 week
period: \$22,000
WTAM covers more Northern Ohio farm
counties than any other station

\$330 per week for six quarter-hours

Complete presentations on each of these successful radio programs covering program format, ratings, adjacencies and competition, specific success stories, are yours for the asking. Just call your NBC Spot salesman:

in New York-Circle 7-8300 in Chicago - Superior 7-8300 in Cleveland - Cherry 0942 in Hollywood-Hollywood 9-6161 in San Francisco-Greystone 4-8700

Your NBC Spot Salesman has dozens of similar radio shows to select from ... just the right one for your client.

NBC SPOT SALES

representing radio stations:

WNBC			. New Yor
WMAQ			Chicag
MATW			. Clevelan
WRC .			. Washingto
KNBC			San Francisc
KOA .			Denve
WGY			Schangeton

Schwerin On Jive Shows

though the popular story series on which the program was based did have such a character. More than three times as many girls as boys voted that there should have been a woman in the story.

The presence of young children in "he-man" adventure stories usually has great appeal for girls, but is not pleasing to boys. This is particularly true if they are portrayed as so young that they are helpless when placed in dangerous situations. Boys old enough to take part in the adventure, however, are frequently well liked as characters.

Bringing songs or music into ad-

ever, are frequently well like as characters.

Bringing songs or music into adventure stories is also customarily more appealing to girls than to boys. There are cases where this has been done in which that part of the show was the high liking point of the show for girls but the low point of liking among boys.

Cirls are more sensitive to rough

point of the snow for girls but the low point of liking among boys. Girls are more sensitive to rough scenes, and especially to actual or implied brutality, than boys are. Girls particularly dislike any suggestion of cruelty to animals. In one leading program extensively tested by the Schwerin System, the two most disliked sequences were of this kind. In one, the heavy killed an animal to get blood to spread around so that he could fake a murder setup. In the other, two crooks discussed a plan for killing a watchdog. Girls' liking dropped off violently each time. In addition to finding whether juvenile programs appeal more to boys or to girls, the Schwerin System examines their age group appeal even more closely than that of adult shows. Children's liking scores are usually studied year by year to see at the state of the sense the sense.

dult shows. Children's liking scores are usually studied year by year to see at what age the show reaches its peak appeal. When this peak is found to be at too young an age, this signals the need for corrective changes that will increase the show's interest for older children.

Kids Sharp Critics

In most cases, children seem quicker to catch plot flaws than adults. They have sharp ears for

spotting inconsistencies or impossibilities in a story, and such faults will adversely affect their liking for the program.

Beyond that, credibility is especially important in putting together juvenile programs. The mood of such a show does not have to be realistic, but, once the mood is such a show does not have to be realistic, but, once the mood is established, any departure from its own internal set of rules will prove costly. Thus, on various shows tested by the Schwerin Sysshows tested by the Schwerin System, some exploits assigned to animals have created high interest, while others have lost interest because the children didn't believe that any animal could possibly perform these exploits. For example, an animal warning its master or going for help may create high interest; but belief and liking went down when an animal was supdown when an animal was sup-posed to have dug up a hidden cache of gold.

determining the mood of a In juvenile adventure program, a key question to answer is whether hero or setting is the center of inter-est. The answer, of course, is not the same for all shows. If the hero is the focus, too much emphasis on scene-settings and too nuch stress on odd and colorful locales may actually weaken interest. If the setting interests young listeners most, the hero can often be absent from the scene for considerable stretches, and there can be more time devoted to narration. The true mood of a program is not automatically identifiable, but it becomes clear in testing.

Too much parartics by the way. sis on scene-settings and too much

Too much narration, by the way, can be just as disruptive of mood on juvenile shows as on adult programs. In the case of one major grams. In the case of one major youngster's show tested, episodes having about a fifth of the total story time devoted to narration scored eight liking points higher than those which devoted a third of their story time to narration.

One final point that has come out of the Schwerin System's qualitative testing of children's shows should also be mentioned here. It concerns over-complex-

This is a fault that should thy. This is a fault that should especially be guarded against. There is no surer way of getting children to lose interest than by children to lose interest than by bringing in an unnecessarily large number of characters or too much subplot material. One animal fantasy tested had a low liking score among children, but the young people voted that they liked nearly all the animal characters better than they liked the story. The animal characters the children said they didn't like were involved in scenes that had nothing to do with the main thread of the story. Clearly, cutting down on the number of these characters and sticking to one simple story line would have raised liking substantially.

To sum up, the Schwerin tests

To sum up, the Schwerin tests have shown that producing good juvenile programs is at least as hard, and perhaps harder, than turning out adult programs of real quality. Those concerned with turning out adult programs or real quality. Those concerned with such shows must stick close to cer-tain basic rules—and departure from those rules is apt to prove even more costly than when con-structing radio fare for grownups.

ABC To Move

Continued from page 27

the FCC action, which may possi-bly determine immediate court re-sponse, is the fact that only a bare sponse, is the fact that only a bare quorum of the Commission voted on the giveaway Issue. Of the seven members of the agency, only four voted, one dissenting. Com-missioners Paul Walker, George Sterling and Edward Webster were in the affirmative. Commissioner Frieda Hennock voted in the nega-tive.

It is generally conceded that if all members had voted, the out-come would have been much closer. Commissioner Robert Jones is known to have been against the majority action. He was ill at his known to have been against the majority action. He was ill at his home the day (18) his fellow commissioners took a vote at their regular weekly meeting. If the vote had been taken the next day, when Commissioner Jones was at his office, the decision would have been three to two.

Chairman Wayne Coy, who re-turned to Washington last week after several months in Europe on International communications mat-ters, is believed to have favored the ters, is believed to have tavored the ban on giveaways. During the oral arguments last October on the proposed rules, he indicated, in questioning Bruce Bromley, lottery expert for ABC, that he was not impressed with claims that "skill" was involved in identifying the mystery tune on "Stop the Music."

Commissioner Rosel Hyde, who has been on vacation in Idaho for several weeks, was reportedly "on the fence" with regard to the give-

Had all the members been present, it is probable that the decision would have been at least 4-3 and possibly 5-2.

The 3-1 vote, according to some lawyers, will weigh heavily before a court. Among opponents of the FCC ban, the vote has been alluded to as evidence of arbitrary action by the regulatory agency. Among defenders of the Commission, the opinion has been expressed that a full vote would have been more conclusive.

conclusive.

Chairman Edwin Johnson (D-Colo.) of the Senate Committee on Interstate & Foreign Commerce, while applauding the voting majority for "courageous action" in banning the shows, told the Senate last week he regretted that seven banning the shows, told the Senate last week he regretted that seven commissioners did not join as a unit in abolishing "this cheap clap-trap which lowers the standing of radio." Similar sentiments were ex-pressed editorially in the Washing-ton Post.

U. OF DENVER'S KLZ WESTWARD AMERICA

Denver, Aug 30.

With the United States National
Bank of Denver bankrolling, the
University of Denver starts a weekly drama series Sunday (4) on
KLZ, the local outlet. Show Is
tagged "Westward America" and
will dramatize key events in the
history of the west.

All-live package will be produced
by the university which will use
the aircr as a means of showcasing
talents of its University RadioTheatre. Script will be handled by
Albert N. Williams and Myron
Smith. Directing the series will
be Williams, R. Russell Porter and
Noel Jordan.

From the Production Centers

ager Edith Dick said that because of greater demands for Spanish language programs, WWRL will now carry 32 hours weekly in Spanish as against the present 26...ABC, in a move to further its integration of AM and TV operations, this week named Charles ("Bud") Barry as veepee in charge of programs for both radio and television. J. Donald Wilson at the same time was named veepee and national director of network shows...Casandra (Sandy) Sinelair, secretary to CBS prez Frank Stanton for the past 13 years, resigning. She's marrying Charles Brick (non-radio) in a couple of weeks...Is "Telephone Hour" moving from NBC to CBS?...Howard Meighan back from Hollywood with final blueprint for CBS Coast setup.

IN HOLLYWOOD . . .

Bing Crosby will be back with his old alma mater, the Thompson agency, but only on a brief call. He has taken a booking on Lux Radio Theatre Sept. 26 with his picture, "Emperor Waltz"....Coca-Cola will splash Edgar Bergen and his dummles on billboards across the country to whip up an audience for his takeoff on CBS.... Marvin Miller sweated out 100 transcribed spots for Grove Laboratories while Charles Claggett of the Gardner agency ground out the copy... Tom Luckenbill bounced into town for the audition of Jimmy Durante's new story line format and to be around for Bob Hawk's first flight of the season.

Ralph Edwards kinescoped a show for unveiling of Omaha's WOW-TV at request of John Gillen, whose spot he filled when the station prexy was hospitalized with a heart attack. Hal Carlock, who used to plant plugs for radio shows, is now hustling ads for Christian Science Monitor.

Jack Wyatt and Arthur Fatt of the Gray agency and Ben Katz, prexy of Gruen, in town to set up the commercials for the watchmaker, which sponsors half of NBC's "Hollywood Calling" starting Sept. 4...

Franklin Pulaski shifting his base here after an Army film stint to resume his announcing career. Lou Cowan due in this week from N.Y.

... Cal Kuhl passing a week with his family and returns to N.Y. and his TV dutles at Thompson after Labor Day... Associated Oil, which sponsors the Coast Conference football games, has bought time on 100 stations in the seven western states and Hawaii ... Art Marquette around for filming of Roy Rogers TV spots for Quaker Oats. ed out 100 transcribed spots for Grove Laboratories while Charles

IN CHICAGO . . .

Bill Halligan, Jr., appointed communications sales manager of Hallicrafter Co.... WCFL chief engineer Charlie Willett back from Kansas City trip....Blue Cross and Blue Shield named Frederick, Franz & MacCowan agency to handle its radio program ... NBC flack John Keys to Indlanapolis to set up publicity splurge ... ABC veepee John Norton and WENR manager Roy McLaughlin took part in Morris B. Sachs celebration of its 15th year on radio with the "Amateur Hour" ... WBBM producer Bev Dean at Green Lake, Wis., for international regigious education meet. Dean will conduct a radio workshop there ... John H. Kelly, copy director of Roche, Williams & Cleary agency, boosted to veepee ... WCFL singer Nancy Evans held on for additional week on "Songs To Cheer" ... WBBM engineer Art Maus boasting a new son ... Columnist Shella Daly guested by Hank Grant on his WGN teenage show ... Schwimmer & Scott agency appointed to handle Helzberg's chain jewelry account in Kansas City ... WBBM staffer Virginia Pleo married to Vincent Dexter Aug. 29.

Nielsen Radio Index sold to Mars, Inc., for two years by A. C. Nielsen ... WOAK (FM) airing the United Nations Story, besides the U. N. "Little Songs". MacCowan agency to handle its radio program....NBC flack John Keys

Drys Rap

Continued from page 26 quor Interests have attempted to

foist the liquor habit on the population of this country by try-ing to foster the idea that liquor is traditional in the American way of life."

Broadcasting of liquor ads will Broadcasting of liquor ads will "assure" the Congressional legislation proposed by Bryson, Mrs. D. Leigh Colvin, president of the Temperance Union, told the convention. "The liquor industry's plan to use radio is vicious and without regard for the high moral standard of the American home, and contrary to the best American interests." Mrs. Colvin read a letter of support from Senator Edward C. Johnson, of Colorado.

Junkin

Continued from page 27 =

ized as an experimental theatre for trying out new techniques and for trying out new techniques and plots, feeling being that there's an entire new field of writers to be

entire new field of writers to be tapped.

Tour would also be in line with NBC's thinking in building up Junkin as a successor to Fletcher Markle and Norman Corwin as a standout personality, and give web a valuable entre into schools and universities throughout the country.

try. Because Jur Because of the "Playhouse" series, Junkin has come into con-siderable critical acclaim lately.

Detroit—Directors of WJR, The Goodwill Station, Inc., have voted a dividend of 10c a share to be paid Sept. 14 to shareholders of record at the close of biz Sept. 7, according to chairman of the board George A. Richards.

MERICA'S NO. 1 COMEDIENNE

WM. H. KING Personal Managemen

A. S. LYONS

177 S. Beverly Dr. Beverly Hills, Calif.



"On an Island with You" Mgt.: LOU CLAYTON

DAVID BROEKMAN



Tele Chatter

New York

Jim Jordan, Jr., son of Jim and Marion Jordan (radio's "Fibber McGee & Molly"), returns to the Coast Nov. 15 as a staff producer for NBC's KNBH, after training Marion Jordan (radio's "Fibber McGee & Molly"), returns to the Coast Nov. 15 as a staff producer for NBC's KNBH, after training for the last several months at WNBT here . . . Columbia Univ.'s School of General Studies offering 25 courses in radio and TV during the coming year under the supervision of Erik Barnouw, prez of the Radio Writers Guild and assistant professor of English at Columbia . . "Goldbergs" will use the same scripts for both their radio and television versions this year, with the scripts being edited for radio only enough to clarify genes in the absence of sight . . . DuMont setting up a new spot sales department because of an increased volume of business, with Halsey V. Barrett and Martin P. Harrison heading up the department . . William North Jayme adapting the late Gertrude Stein's "Yes Is for a Very Young Man" for TV production. Play was staged in N. Y. this summer by Off Broadway, Inc. . . WNBT ordered the new INS Projectall, which provides a new system of news transmission . . Dave Forester, former orch conductor on the Red Skelton radio show, in N. Y. from the Coast with a kine print of his new video show, which features his 46-piece orch and soloists Danny Scholl and Betty Jaynes . . William A. Cornish, formerly with the Dulyont web, named to the TV sales staff of scenes in the absence of sight . . . DuMont setting up a new spot alse department because of an increased volume of business, with Halsey V. Barrett and Martin P. Harrison heading up the department because of an increased volume of business, with Halsey V. Barrett and Martin P. Harrison heading up the department of the late Gertrude Stein's "Yes is for a Very Young Man" for TV production. Play was staged in N. Y. this summer by off Broadway, Inc. . . WNBT ordered the new INS Projectall, which provides a new system of which provides a new system of which provides a new system of not the Red Skelton radio show, in N. Y. from the Coast with a kine print of his new video show, which features his 46-piece or ch and soloists Danny Scholl and Betty Jaynes . . William A. Cornish, formerly with the DuMont webnamed to the TV sales staff of Edward Petry & Co. . John F. Dickinson, former eastern sales rep of Paramount Television Productions, jolned Harrison, Righter & Parsons as an account exec in N. Y. Carroll R. Layman, former lime salesman for ABC-TV; appointed a sales rep for the Chi office of the recently-formed TV station rep outfit . . Mel Gold renominated as prez of the National Television Film Council along with all incumbent officers, including William S. Roach as vee-

pee, Sally Perle as secretary and Ed Evans, treasurer.

Hollywood

"adamant" in his determination "that no color television system is rejected because it is inadequately presented by those who could have made a proper showing." Jones' remark carried the implication that the Commission may license both the CBS and RCA systems and possibly a third, system.

Jones' Letter was cetengible a re-

the CBS and RCA systems and possibly a third, system.

Jones' letter was ostensibly a reply to a lengthy communication from Stanton outlining CBS' achievements and activities in the color field. Stanton strongly protested implications Jones had made that CBS "has not done its proper part" in color video. This, Stanton said, is "entirely unfounded and unfair." On the contrary, he said, CBS virtually created the art, and contributed more to it than "all the rest of the Industry combined." Yesterday (Mon.) the Commission followed up the Jones-Stanton exchange with requests to CBS, RCA and Color Television, Inc., of San Francisco, which has a "line sequential" system, to provide "as large a number of receivers as possible" to demonstrate their systems at the September hearings. Acting chairman Paul Walker advised the companies that FCC is "most anxious" that color developers present "the most complete tests and demonstrations possible."

CIRCLING THE KILOCYCLES

Dallas—The Jackson Brewing Co., of New Orleans, is sponsoring what is said to be the south's own big radio network show which is heard each Saturday night for a half-hour broadcast from Hollywood. Series is for Jax Beer and stars Eddie Arnold, the Duke of Paducah, Guy Willis and his Oklahoma Wranglers, Ann Ford & Jack & Jill, Dennie, Dill & Annie Laurie and a host of other stars. Alirings are heard locally through KRLD.

El Paso—Overtures have been made to the Mutual network by XELO, Juarez, Mexico, across the border from here, for affiliation to replace KSET, local outlet which was local Mutual affiliate until it went off the air due to economic difficulties. XELO operates on 800 kilocycles with a power of 150,000 watts.

Boston — Marie H. Houlahan. WEEI's public relations director, is spending the first week of her three-week vacation leading a group of New England Women's Press Assn. members at a Journalism Seminar at Bowdoin College. This is Miss Houlahan's second term as president of the association.

signed on short notice last week and took off with his brother, Harry, for the interior of Brazil on an oll exploration deal.

San Antonio—Nutrena Mills will sponsor Henry Howell's "Market Reports" heard over WOAI here on Tuesdays and Thursdays for a quarter-hour for a total of 104 broadcasts. Series will be heard from Sept. 6 through Aug. 31, 1950.

AFRA

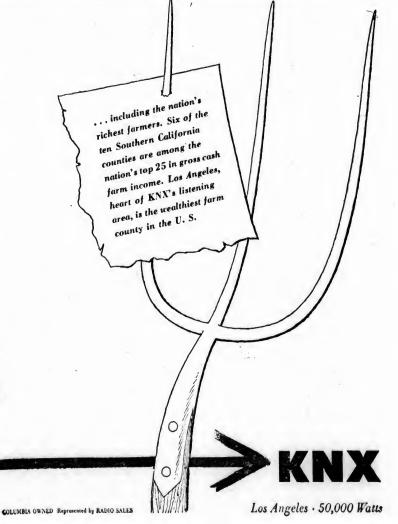
cratic expression of their needs as any other members of the 4A's' branches." It was also stressed that the primary consideration is not what the TA may do to AFRA or to other branches but "taking care of the needs of the performers."

Boston — Marie H. Houlahan, WEEl's public relations director, is spending the first week of her three-week vacation heading a group of New England Women's Press Assn. members at a Journalism Seminar at Bowdoin College This is Miss Houlahan's second term as president of the association.

Pittsburgh — Armand Lombardi has jolned the office staff of WCAE, replacing Hal Ohnsman, who resigned. Label for Ray Schneider's two-hour disk show on WWSW every morning is "Sweetest Musle on Record" Joe Tucker signed again to do the play-by-play accounts of Steelers' profootball games with Bob Prince spielln g the commercials for Atlantic Refaing and the color stuff Al Marsico's beet-sponsored half hour musleal, Memory Time, returns to KDKA mext week after a two-month summer histu. Otto Krenn has resigned from WPGH announcing staff to Join the promotion department of Pittsburgh Press, Scripps-Howard dailys.

Columbus — Bill Brabson, staff announcer and disk jockey for WVKO, either sole FM station, re-

...over five million people listen to one station every week



Victor in Super Buildup of Flanagan Disks, In Bid for New Band Name

RCA-Victor is attempting to do something that no other recording company or band agency has tried too hard to do since the end of the war—build a new band name via recordings. Using it's revived Bluebird label, marketed at 49c, Victor is deliberately setting about the task of establishing a new maestro personality by basing a studio band on the clarinet-lead musical style which made the late Glenn Miller's orchestra one of the nation's alltime tops. A style, incidently, that the current Tex Beneke Orchestra, actually the postvar Miller band, has not tried to duplicate very seriously. RCA-Victor is attempting to

chestra, actually the postwar Miller band, has not tried to duplicate very seriously.
Victor took Ralph Flanagan, arranger for various bands and radio shows, such as Perry Como's Chesterfield broadcasts, had him turn out arrangements deliberately copying the old Miller style, and record four sides at the helm of a studio orchestra. These disks will be marketed this week as part of the second Bluebird release, and were the reason for Victor's tossing a party for disk jockeys and newspapermen in New York last Thursday (25). The sides were the main fare of the pre-release "showing" to platter spinners.

Victor Intends promoting the Flanagan disks heavily and to keep hammering at the old Miller style with Flanagan, despite the possibility of tangling with Beneke over it (Beneke records for the 75c Victor label). Company's artists and repertoire division feels that if it can help revive the band business by launching a new band name, the pop disk business will be so much better off than it is now, almost confined to top vocalist sales power.

Four sided of these stantage of the stantage of these stantage of these stantages and the power.

power.
Four sides Flanagan cut consisted of three pops hits and a standard—"You're Breaking My Heart," "Wedding of Lilli Marlene," "You're So Understanding," and "It All Depends On You." Harry Prime did the vocals.

GOODMAN PROBES SOUTH ON 1-NITERS

Benny Goodman's orchestra will penetrate as far south as Macon, Ga., for the first time in years, when he starts a string of one-nighters following his current run at the Surf Club, Virginia Beach. B. G. will work through North and South Carolina and into Georgia starting Sept. 11, then bounces north for a week at the Town Casino, Buffalo, opening Sept. 19, and a week at Vogue Terrace, McKeesport, Pa., opening the 26th, at \$7.500 each.

Goodman has a new girl vocalist with him, Dolly Houston. Benny Goodman's orchestra will

Disk Jockey Review

"SWEET 'N' SWING"
Budd Sweeney and Bert Stille
Producer: John Moses
135 Mins.: 2:30 p.m., Mon. thru Fri.

Budd Sweeney and Bert Stille Producer: John Moses 135 Mins; 2:30 p.m., Mon. thru Fri. Participating WHKC, Columbus, O.

On Labor Day this twin-jockey program, which has better than tripled the time period Hooper since it began, will enter its second year. Sweeney and Stille have stuck to an all-request routine, and only rarely spin an uncalled-for tune. They take it easy on this show and as a result the audience feels no pain either. They don't try to be funny or hyper'ensive, they're just relaxed.

Pair splits the chores. When Sweeney handles the mike, Stille is at the turntables, and vice versa. The program uses a musical bridge between numbers and commercials, a unique departure which also adds up to an easy-going atmosphere, the bridge usually always a piano, guitar or harp filissando.

Because of this technique the boys use three turntables and claim they could use four. With all the platter-spinning it's strictly a twoman job. They run a commercial about every five minutes and have nearly all they can handle.

Biggest triumph Sweeney and Stille had during this first year was forcing Victor to reissue the Wayne King recording of "None But the Lonely Heart" with the Franklin McCormick monolog. They started plugging it six months ago, the requests piled up and three months ago came the reissue.

Top orchestra leaders in town for engagements are frequently heard on the program.

Col. Signs Donald In Moppet-Disk Race

Race to sign people to produce kiddie records for the major companies grows. Columbia, which intends expanding its attention to moppet platters this fall and winter, has signed Peter Donald, radio comic, who has already cut an album titled "Chummy."

an album titled "Chuminy."
Columbia also plans using Gene
Autry and Burl Ives on material
for youngsters, in addition to baseball stars Pee-Wee Reese and
Jackie Robinson, of the Brooklyn

Joe Louis Joins Ranks Of Sports Disk Personalities In New Bluebird Release

In New Bluebird Release

Basing of pop tunes on sports personalities was expanded last week from baseball to the fight game. RCA's Bluebird label came out with a tune titled "O! Joe Louis." written by Cy Corber recorded by Cab Calloway.

In recent weeks, there have been such items as "Brooklyn Dodger Jump," recorded by Ralph Branca, Erv Palica and Carl Furillo, Dodger players, and "Did You See Jackle Robinson Hit That Ball." cut for Decca by maestro Buddy Johnson. Plus Columbia's reissue of "Joltin' Joe DiMaggio." originally made by Les Brown in 1941.

Lyric of the Joe Louis piece, which describes his prowess in the ring, was submitted to Louis' handlers before heim marketed.

ring, was submitted to Lou handlers before being marketed.

Frank A. Petrillo, former European pianist and conductor, directed a 65-piece symphony orchestra at the third annual Eastern Slope Music Festival held at the base of Crammore Mountain North Conway, N. H., Aug. 27-28.

4.

Tops of the Tops

Retail Disk Best Seller "Some Enchanted Evening" Retail Sheet Music Seller "Some Enchanted Evening"

"Most Requested" Disk "You're Breaking My Heart" Seller on Coin Machines "You're Breaking My Heart"

Best British Seller "Riders in the Sky"

Kaye to Pitch **Chrysler Woo**

Sammy Kaye's orchestra will play the Statler hotel, Detroit, week of Sept. 19, an unusual booking that will serve two purposes. Statler's cafe, seating only 275 patrons, probably has never employed a name band of the stature and expense of Kaye's combination, but it bought the maestro as

tion, but it bought the maestro as a means of highlighting the kick-off of its season. As a rule, the spot uses individual performers such as Dorothy Shay, etc.

Kaye wanted the date, too, and made the Statler a special price. He figures it a good idea to sit down briefly among Chrysler executives, who help bankroll his band on the air via transcriptions. Chrysler itself doesn't underwrite Kaye's band entirely: dealers in various keys and towns buy the time to air the recordings, which are paid for by the manufacturer.

RODDY McDOWALL TURNS DISK JOCKEY

Hollywood, Aug. 30.
Roddy McDowall turned disk jockey Monday (29) when he started a five-day weekly layout on KMPC. Program runs 4:30 to 5 Monday through Friday.
McDowall pulls down \$200 per week for the stint, plus percentage of sponsor coin

of sponsor coin.

Jocks, Jukes and Disks

By BERNIE WOODS

Ralph Flanagan Orchestra | Hoper | Side is one of the poorest records the trio has pepends On You"-"Wedding of Lili | Marlene" (Bluebird). Admittedly sping the style of the old Glenn Miller orchestra, these four sides are expected on the poorest records the trio has plangth estyle of the old Glenn Miller orchestra, these four sides are expected on the poorest records the trio has plangth estyle of the old Glenn Miller orchestra, these four sides are expected on the poorest records the trio has plangth estyle of the old Glenn Miller orchestra, these four sides are expected on the poorest records the trio has plangth estyle of the old Glenn Miller orchestra, these four sides are expected on the style of the old Glenn his own arrangements and turned out cuts of pop and standard muster between used since.

Billy Eckstine "Body and Soul" | "His Eckstine standards and pops have leaded and which has never been claimed the style that Miller popularized and which has never been good in the sounds of the proper side of the style of the sty "You're Breaking My Heart"
"You're So Understanding;" "It All
Depends On You"-"Wedding of Lilli Marlene" (Bluebird). Admittedly aping the style of the old Glenn Miller orchestra, these four sides by arranger Ralph Flanagan and a Studio band are aimed to start something stirring in the band business. All four sides are ex-cellent, cut on a rhytlim beat that's

business. All four sides are excellent, cut on a rhythm beat that's slightly more definite than Miller ever used, and are excellent jock and juke material. Flanagan used his own arrangements and turned out cuts of pop and standard music that ring the bell solidly. Harry Prime does the vocal on all four, his voice smoothly fitting into the clarinet-lead style that Miller popularized and which has never been used since.

Billy Eckstine "Body and Soul"-"If Love Is Trouble" (M-G-M). Eckstine's standards and pops have been doing well and these two should follow nicely. But, like his "Temptation" and "Crying" coupling, the pop here is superior. Distinctive singer does too much vocal-playing with "Body and Soul," perhaps to vary it from the National label record recently released, and which was made before he hooked up with M-G-M. At any rate, "Trouble" is superior; a ballad, it's musically in Eckstine's groove and he does a swell job.

Sarah Vaughan "That Lucky Old Sun": "Make Believe" (Columbia). An excellent pairing, Miss Vaughan's "Lucky Sun' isn't going to take over from Frankie Laine's standout version, but it is nevertheless a solid side and it figures to get many a play. It's her type of music. "Make Believe" is fine, too. It ranks with the best disks on the tune. Backed by a group, Miss Vaughan turns up an unusually commercial arrangement of the old melody, in ballad tempo, Joe Lipman's band backs both nicely.

Andrews Sisters "Whispering Hope"-"Lovely Night" (Decea). At

nicely.

Andrews Sisters "Whispering Hope"-"Lovely Night" (Decca). At

Bing Crosby Decca

You," which is promising. They're worthwhile sides.

Platter Pointers

Ralph Young does a swell job on "September in the Rain" on Louis Prima's initial Happiness label disk. It's apily backed by another good vocal of a tune titled, "Green As April"...Ray Anthony's excellent band shows up solidly on "Slider," an instrumental (Capitol). Mary Ann McCall's beat-vocal of "Sunday" (Discovery) is a shining example of the work she turns in when the tune is right... Another tune smoothly fitting a slinger, "Ya Gotta Buy, Buy, Buy For Baby," by Kay Starr (Capitol). Buddy Johnson's vocalist, Arthur Prysock, is another who turns a melody a la Billy Eckstine, his "Lovely In, Her Evening Gown" is good work... RCA's Bluebird label knocking out string band disks, "Golden Slippers." and "Hello," by the "Main Street String Band" forming a formidable coupling of that type. Capitol reissued Red Ingle-js "Temptation," by Red Ingle-jb Stafford. Cap also for That's My Weakriess Now," to buck Russ Morgan's version (Decca).

Standout western, hillbilly, race, polka, jaz, etc.: Red River Dave, "Wrong Number" (M-G-M); Georgie Auld, "Yox Bon" (Discovery); Joe Princie, "Twilight Waltz" (Decca); Texas Jim Robertson, "I Head The Angels Weep" (Victor); Shorty Long, "The Warm Red Wine" (Victor); The Warm Red Wine" (Victor); The Warm Red Wine" (Victor); Bob M-cher, "Why Don't You Haul of Roses" (Decca); Ernie Lee's Southermers, "One Two Three Four Five Foot Six" (Victor); Bob M-cher, "Why Don't You Haul of Roses" (Decca); Ernie Lee's Southermers, "One Two Three Four Five Foot Six" (Victor); Bob M-cher, "Why Don't You Haul Oddy" (Mercury); Washbaard Sam, "Maybe You'll Love Me" (Victor).

VARIETY 10 Best Sellers on Coin-Machines Week of Aug. 27

	(Frank Sinatra Columbia
ROOM FULL OF ROSES (6) (Hill & Range)	Sammy Kaye Victor
WONDERFUL GUY (11) (Williamson)	Margaret Whiting Capitol
HUCKLEBUCK (9) (United)	Frank SinatraColumbia
BALI HA'I (11) (Williamson)	Perry ComoVictor
AGAIN (24) (Robbins)	Gordon Jenkins Decca
RIDERS IN THE SKY (18) (Morris)	Val chn Monroe
MAYBE IT'S BECAUSE (1) (Triangle)) Dick Haymes Decca
SOMEDAY (1) (Duchess)	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
Second Group	2 cccu
IAT LUCKY OLD SUN (Robbins)	(Frankie Laine Maraum

THAT LUCKY OLD SUN (Robbins)	Frankie Laine Mercury
JEALOUS HEART (Acuff-Rose)	Vaughn Monroe Victor
YOU'RE SO UNDERSTANDING (Barron-Pemora)	Sevelyn Knight Decca
T times making and	Blue Barron M-G-M
LET'S TAKE OLD FASHIONED WALK (Berlin)	Sinatra-Day Columbia
BABY IT'S COLD OUTSIDE (Melrose)	Whiting-Mercer Capital
(30)	Shore-Clark Columbia
YES YES IN YOUR EYES (Remick)	Rhie Barron
	Carmen Cavallaro Decca
I DON'T SEE ME (15) (Laurel)	Gordon Jenkins Decca
	(Perry ComoVictor
FOUR WINDS, SEVEN SEAS (3) (Lombardo)	Sammy Kaye Victor
HOMEWORK (Berlin)	Guy Lombardo Decca
HOMEWORK (Berlin)	Dingh Shore Victor
SOMEHOW (Algonquin)	Billy Felestine
WEDDING LILLI MARLENE (Leeds)	Gordon MacRae Capitol Steve Conway Harmony
HOW IT LIES (Morris)	Bing Crosby Deces
HOW IT LIES (Morris)	Kay StarrCapitol
CIRCUS (Massey)	Tony Martin
CRIVING (Committee)	Dick Haymes Decca
CRITAG (Greenwich)	Billy Foliating
THAT'S MY WEAKNESS NOW (Shapiro-B)	Russ Morgan Decca
I CAN DREAM CAN'T I (Chappell)	Androse Ciston
24 HOURS OF SUNSHINE (Witmark)	Art Mooney M.G.M
TACM STITE HOME (F 1-)	Dick Jurgens Columbia

[Figures in parentheses indicate number of weeks song has been in the Top 10.1

RCA'S \$2,000,000 TO PUSH 45'S

ASCAP Talks Per-Program Licensing ALL-OUT DRIVE Pubs Won't Go for Decca's Royalty Format; Blanket Deal May Be 3 Yrs.

American Society of Composers, Authors and Publishers executives, who have been handling television negotiations to the exclusion of the Society's full committee on the subject and its board of directors, journeyed to Lancaster, Pa., last week on tele business. Group spoke there with Clair McCullough, independent video operator, on the problem of setting up the per-program tele licensing contract, which indie station owners Insist should be available in addition to the bianket contract. It was decided by ASCAP that in formulating the terms and the language of the per-program contract, discussions should be conducted with a representative of the indies, rather than with network or National Assn. of Broadcasters reps, who would be more interested in the blanket license angle. McCullough is an NAB board member, but also an indie tele owner.

Exactly how far the negotiations between the Society and tele

tele owner.

Exactly how far the negotiations between the Society and tele have gone, aside from walting for the per-program formula, nobody seems to know. Vacations here, procrastination there add up so far to a lot of talk and little action, while publishers and song-writers constantly search for information on how far the ball has been carried, by either side. Meanwhile, ASCAP continues to extend the deadline on a deal; a half

been carried, by either side, Meanwhile, ASCAP continues to extend the deadline on a deal; a half dozen extensions have been okayed by the Society since last Jan. 1.

The deal, when it's finally completed, apparently will be for three years only, instead of the five tele men have been seeking. ASCAP, it's said, is insisting on a maximum of three during which it would be better able to measure the effect video will have on the music business, and to right whatever wrongs are incurred more quickly than a five-year deal would allow. Some ASCAPiles don't see the wisdom in that term, pointing out that, since the deal now being arranged will be retroactive to last Jan. 1, it will barredyel tinto operation before new negotiations will be demanded. A three-year deal will require only the extension by one year of the two-year assignment of rights by publishers and writers, given publishers and writers, given ASCAP last year. That two-year right to represent them began as of Jan. 1, last.

'COLE PORTER' SHOW TO NEW YORKER HOTEL

"Salute to Cole Porter." one of the musical show ideas developed by writer Sherman Marks, which was so successful at the Sherman hotel, Chicago, and later at the Ambassador hotel, Los Angeles, has been booked for the New Yorker hotel, New York's Terrace Room, opening Sept. 22. "Cole Porter" show is one of three developed by Marks, the others saluting George Gershwin, and Dick Rodgers and Oscar Hammer-

stein. Shows are based of course on Shows are based of course on the outstanding tunes turned out by the writers involved and are presented with a script and tricky lighting. They are expensive, at least to install, since there are some 200 light changes required and numerous floods and spots, all controlled from a panel operated by from two to three electricians. Don McGrane's orchestra will be used at the New Yorker to present the show.

Jazz Concerts for San Antonio

San Antonio, Aug. 30. Antonio's first "Jazz at the San Antonio's first "Jazz at the Philharmonic" concert, like those heid in New York's Carnegie Hall, has been set for Nov. II at at the Municipal Auditorium here. Norman Granz was here recently and made the arrangements.

As Backer-Upper

Billy Bishop's orchestra wili accompany Frankie Laine and provide dance music on the opening fall biil at Frank Dailey's Meadowfall bill at Frank Dailey's Meadow-brook. Cedar Grove, N. J. Dailey's new policy of using semi-name or-chestras through the week, bol-stered by name recording acts weekends, begins on Sept. 9. Laine holding three days and Patti Paige following Sept. 16. Bob Eberle Sept. 23, all backed by Bishop, who holds for at least two weeks, with options.

options.

Dalley doesn't intend using top name orchestras at Meadowbrook during the coming season.

Bop City's Boff B.O., With Non-Bop Satchmo as Draw

Bop City, New York home of bop music, had its opening night and weekend records broken again last week, for the second time establishing a b.o. mark with a nonbop name as the draw. Louis Armstrong's jazz combo, including Jack Teagarden, Barney Bigard, Earl Hines, Arvil Shaw and Cosy Cole. topping a show consisting of George Shearing's bop group, and the Treniers, cracked singer Billy

the Treniers, cracked singer Billy Eckstine's opening night attendance and gross mark Thursday (25) evening and for each successive night up to and including Sunday. Armstrong is given credit for the heaviest portion of the draw. It's his first rate at a N. Y. cafe in years (two years ago he worked a concert at Carnegie Hall) and ft caused considerable comment among N. Y. bop and jazz adherents. While "Satchmo's" opening night was claimed by Bop City's owners, Ralph Watkins and Monte Kay, to be the biggest, each succeeding evening up to Sunday (28) was bigger, resulting in long lines of holdouts in the street. Club gets a 98c admission price, which covers standing room only. Armstrong is drawing \$4,000 weekly for the date.

'Dream,' 'Georgia' Disk Sales Cue Campaign To Hypo Sheet Music

To Hypo Sheet Music

Prompted by the sales success of recordings of "I Can Dream, Can't I" and "Georgia On My Mind," the publishers of those standards are planning to launch plug campaigns, hoping to add sheet music sales. "I Can Dream," as cut by the Andrews Sisters for Decca, has set such a disk-selling pace in the past week that Chappell Music will put a staff to work on the tune. Same goes with Peer-International, owner of the "Georgia" copyright, which Frankle Laine cut for Mercury.

Another revival selling big on disks is "Someday," led by Vaughn Monroe's RCA-Victor recording. Duchess Music (Leeds subsid) already is at work on plugging the tune and It has reached the No. 4 slot on the sheet music best-seiler lists at Music Dealer's Servlee.

T.D.'s 4 Days, Albany
Albany, Aug. 30.
Tommy Dorsey's orch plays four
days at Fabian's Palace, beginning
Sept. 7. He did smash biz there on
his two previous dates.
Vaughn Monroe did \$30.000 in
four days at the Palace last May
the last band to appear at house.

STARTS SEPT. 20

RCA-Victor anticipates spending close to \$2,000,000 o. its campaign, beginning Sept. 20, to consolidate its 45 rpm disks and machines with the public. Actually, RCA exces do not know for certain the exact amount that will be spent, but, including radio spot announcements, television, newspaper and magazine ads and dealer "incentive" contests, the cost will easily approach \$2,000,000 and could possibly go much higher. RCA heads are so emphatic on putting over the 45s that it's said they wouldn't be averse to going up to \$3,000,000.

All told, therefore, it's likely that the 45 development and marketing will in the end cost RCA in the neighborhood of \$5,000,000 or so including the expense of development, loss of sales in recordings and machines, etc. And that's probably a conservative figure.

As pointed out in VARIETY last week, one of the prime movements in the fall campaign will be the reduction of the cost of RCA's 45 player, which jacks into bigger combinations. from \$24.95 to \$12.95 as a means of getting them into the hands of record buyers. This spearheads ads citing the price reduction, calling for 1.000, 800 and 600-line blurbs in 154 key markets throughout the country. This will be followed by a series of 12 weekly ads, bought on a cooperative basis by dealers, distributors and RCA, In similar territories. Radio spot ads will be used on 30 major radio outlets, along with plugs on RCA's tele show, "Kukla, Fran and Ollie." which will emphasize the kiddie aspect of RCA's small 45 players.

RCA sales, merchandising and promotion exces are now out on the road briefing distribs and dealers on the campaign. RCA will give three automobiles and 13 U. S. Savings Bonds ranging from \$1,000 to \$100 to distributor and dealer salesman on a contest basis.

Trojan Horse In Lehar Bequest?

Vienna, Aug. 23.
It's a Trojan horse the AKM
(Austrian Assn. of Authors, Composers and Publishers) feel they inherited from Franz Lehar, operetta composer. An executive committee was set up to negotiate with the other heirs in order to straight-

the other heirs in order to straighten things out.

Lehar bequeathed his Austrian royalties of AKM, for "needy people." Question arises if he meant members only or anyone.

And attached is a codicil whereby the AKM would be oblized to pay out 60,000 Schilling (\$6,000 at Nationalbank rate) annually to his brother Baron Lehar and wife. Besides, 10% would go to the municipality of Bad Ischl, where he lived and died. He also left a house in Theobaldgasse to AKM, valued at \$50,000, which needs bomb repairs amounting to about

house in Theobaldgasse to AKM, valued at \$50,000, which needs bomb repairs amounting to about \$30,000. Inasmuch as Lehar's rights in Austria amounted to a mere \$5.500 in 1948, AKM would lose by accepting legacy as long as Baron Lehar and wife live.

Pat Lombard's St. L. Talent-Buying Job

St. Louis, Aug. 30.
Pat Lombard, former member of
the William Morris agency bend
department, has joined the Koplar
hotel chain, as a buyer of talent.
He'll be a member of the stal,
which books bands and acts for the
Chase hotel, Park Plaza and Forest
Park hotels.

Park hotels.

Lombard headed WM's Chicago hand division and later moved to the New York office. He suffered a heart attack last fall and has been vacationing in the south

Plan, But Fear Anti-Trust Laws

Frankie Masters Asked

Chicago, Aug. 30.

Frankie Masters, currently at Stevens hotel, has been asked by the government to tour Europe for six weeks, to entertain GI's still stationed abroad. Masters is one of first bandleaders to receive the

of hist bands as the Masters has until Jan.
Meanwhile Masters has until Jan.
I to go at the Stevens, completing
the longest stay of any unit at the
Hilton spot—over 14 months.

LP Going Great Guns, Sez Col.; **Decca Optimistic**

Columbia Records claims that the improving disk market, plus the impetus of the announcement that Decca Records will bring out a complete line of its albunts on LP platters, has shot the ordering of CRC Microgroove albums up nicely. Columbia asserts that at the moment it is shipping LP sets at a ratio of between two and three to one over 78 rpm wax

at a latto one over 78 rpm wax albums.

As a result, and also with a view toward leading disk buyers more and more in the direction of LP, Columbia is bent on issuing albums only in the LP groove. Heretofore, anything released was either on 78 only, or on both 78 and LP. Naturally, the material to be issued solely on LP will not for the present be top sales. It will consist of standard pop songs and the like that encounter a modified sale.

and the like that encounter a modified sale.

Decca, incidentally, predicts solds success for its LP's, which will be on the market next week. Advance orders are heavy, especially for the standout "Oklahoma!," "Carousel," "Annie Get Your Gun" and other items.

London Co. Completes 1st U. S. Disking Date,

Slated to Do Uthers
London Records completed its
initial recording date in the U.S.
on Monday (29). First cutting was
done with Al Morgan, former Universal Records. Chieazo, singer,
whose contract London took over
several weeks ago when it bought
his hit master of "Jealous Heart"
from U. Date was done at Muzak
studios, New York.
From here on in London will
continue with a string of dates involving U.S. artists just signed
to the label. Theresa Brewer, new
gal singer recently at the Village

volving U. S. artists just signed to the label. Thereas Brewer, new gal singer recently at the Village Vanguard, N. Y., will be recorded next week, and then Bobby Wayne, former vocalist with Ruby Newman's band in Boston, is due.

London only recently got the right to record U. S. artists here via the conch sion of an agreement with U. S. Decca. This deal gives U. S. Decca an annual quarantee from the sale of its disks in England, et al., through British Decca distribution channe's. This alleviated the U. S. company's complaint that the English company was not extending itself in behalf of U. S. Decca product. In return, British Decca's London company in the U. S. took over U. S. distribution of FPIR classical platters and was given the right to record in the U. S. which it had been prevented from doing.

Ernest Sharow, who has played in the NBC and other symphonies, engaged as new first violist of the Dailas Symph Orch.

Decca Records so far has made little headway among major and minor publishers alike with its new To Entertain GI's Oversea method of toting-up royalty statements owed individual pubs for the quarter ended June 30. While the publishers are being careful to avoid getting together as a group in refusing to accept Decca's payoff principle, fearing price-fixing charges under the Sherman antltrust law, none has so far agreed to Decca's terms. Some have accepted checks "under protest" and others have returned the coln allotted, demanding full payment,

others have returned the coin allotted, demanding full payment.

What Decca is seeking to do is
to deduct from current statements
for returned disks that may have
been shipped as long as a year ago.
Not only that, but instead of toting
returns against sales of a particular
song. Decca simply added up coin
owed and deducted returns in lump
sums. This approach forms a hopeless complication for publishers,
who could not hope to allocate
royalties to writers in a fair manner. For example, deductions for
returns on a pop song that may
have expired months ago are applied against earnings of a pop
song during the past quarter, so
long as one music house published
both. That's all right for Decca,
but the publisher finds himself between two writers, one demanding
payment on the sales of a current
hit, against which the returns of
an expired hit by an entirely different writer may have been applied. It would then be up to the
pub to recover royalties on returns,
which had already been paid to the
writer of the past hit, or absorb the
loss.

Actually, there is only a small

writer of the past nn. or absorb the loss.

Actually, there is only a small amount of coin involved. The disputed amounts aggregate only about 2% to 3% of Decea's overall distribution for the Jine 30 quarter. But pubs are lighting the principle. They feel that if they accept Decea's ideas, which are identical in thought, but differently worked than RCA-Victor's unsuccessful attempt to secure a flat 81½% deduction last fall, all other recorders will want the same deal. And mathematical chaos will result.

ne standout "Okranoma; isel." "Annie Get Your and other items.

On Co. Cempletes

t U. S. Disking Date,

Slated to Do Others

Description of the completed its

And mathematical chaos will result.

Publishers do not disagree with Decea's ideas of deducting for returns, but they aver those returns, but they aver those returns bould be made within a reasonable time. Pubs mark a time limit on pop hits, warning dealers and jobbers of a 30-day return limit when a hit song finally begins to slow down to a walk.

CHAPPELL TO PUBLISH DANISH BALLAD IN U.S.

DANISH BALLAD IN U.S.

Copenhagen, Aug. 30.

The Danish ballad, "Lad Tonerne fortaelle," which for the last 12 years has been for Scandinavian tenors what "Trees" is for American singer, will be published by Chappell in America under the title, "Dream Days," with lyrics by the British writer, Carlene Mair.

"Lad Tonerne fortaelle" has over 20 recordings in Scandinavia, which means that each recording firm has had to record it with several different artists — ranging from Royal Opera singers to jazz pianists. The tune is by Erland Frederiksen, known in Denmark as "the man who knows every tune written!" He is in charge of the retail department of one of the biggest music firms in Copenhagen. Original Danish lyric is by Vietor Skaarup, Variety correspondent here.

"Dream Days" will be used as signatur tune in a new series of shortwave broadcasts of light Danish music from Statsradiofonien, with songstress Lilian Ellis emceeing.

After Jacob Gade's "Jealousy,"

ing.
After Jacob Gade's "Jealousy," which appeared 20 years ago, "Lad Toperne fortaelle" is the first Danish tune to make an entry in the American melody market. 0.0

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HOHEL HO-SHO

Al Jarvis-KLAC

Eddie Gallaber-WTOP

Pat Bradley-KXLW

Alonzo Squires-WAYS

Tom Shanahan-WEMP 11t Green-WMIE Johnny Murray-KLIF

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... ASCAP

 Twilight
 Bloom
 ASCAP

 Hop Scotch Polka
 Cromwell
 ASCAP

 Whispering Hope
 Blossom
 ASCAP

 Drinking Wine, Spodee Odee
 Leeds
 ASCAP

London M-G-M

. Capitol . . . King . . .

J. Stafford-G. MacRae ... Wynone Harris

25

Shelton Art Mooney

47 48.A 46 48.B 48.C

Leeds ASCAP

Duchess ... BMI Hill-Range

ASCAP

Robbins ... ASCAP

Dreamy Old New England Moon Leeds That Lucky Old Sun Robbin The Hucklebuck United

Wedding of Lili Marlene Room Full of Roses

Mills Bros. Decca
Andrews Sis. Decca
Vaughn Monroe. Victor
Vaughn Monroe. Victor
P. Bailey-Hot Lips Page. Harmony

Andrews Sis

Vaughn Monroe

Vaughn Monroe

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ASCAP

United.

op Record Talent

AS POLLED VIA LEADING U. S. "REQUEST" DISK JOCKEYS

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	art of	Ar	Vic Damone	Perry Como	Gordon Jen	Vaughn Monroe	Frankie Laine	Sammy Kaye	Eddie Howar	Sammy Kaye	Doris Day	Vic Damone	D. Haymes-T	D. Day-F. Si	Frank Sinate	Fran Warren	M. Whiting-J	Ezio Pinza	Kenny Rober	D. Shore-B. Clark	Margaret Whiting	G. Jenkins-S	Perry Como	Bing Crosby	Gordon Mac	Billy Eckstine	Al Morgan	Dinah Shore	Andy & Della	Andrews Sis.	Art Mooney.	Bill Panell	Russ Morgan	G. Bones-R. F	Frank Sinatra	King Cole Tri	Tommy Dorse	Vera Lynn	Evelyn Knigh	Dick Haymes
	Weekly chart of the ners. This compilat iss the nation and is as those on top. R tion. 9 for a No. 2 a k to meek to wese		-			2		200						5. 6														1		An			Ru	5	Fr	Ki	To	Ve	Ev	nĭn
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	ureli men	Pos. P this la wk. w							8			25		40			18	4 18	0.4	- 1		130	B 46	-				43			41	- 1	20			1	16		18	12B 30
		4 = 2	- 1		1		. 0		- 00	6.	10	1	1 2	1	10	16	12	18.4	18B	V02	20B	924	23B	25.4	25B	27.A	278	30.4	308	30C	30D	34.4	348	340	38.4	38B	38C	380	42A	4:18

Crack L. A. Tooters Lure Longhair **Disk-Cutters Into Westward Trend**

An hegira of longhairs from the east is threatening to lavish its cul-

ture on this art colony. Concert stars with a Red Seal rating are beginning to eye these placid pre-cincts as permanent stamping grounds, in closer proximity to the sprocket factories.

It all came about when Ben Barrett, a music contractor, proved to the Victor crowd that instrumental artists, ergo, top musicians, are as abundantly available here as in the east. He proved his point by round-

abundantly available nere as in the east. He proved his point by rounding up 68 men for a six-side Red Sealer of Grieg's A Minor Concerto. Antal Dorati came out to conduct, with Artur Rubenstein soloning at the piano. Richard Mohr, Red Seal director, presided in his official capacity and is said to have expressed astonishment at the end result of the night's recording. Recording was done at Republic picture studio.

Victor and other concert recorders have long held that class records can be made only in New York, which boasts the best musicians. Barrett plucked his men from concert, radio and pictures and came up with 68 musicians said to be comparable to the best N. Y. has to offer. Not in years had a classic platter been cut in Hollywood, but recently Dorothy Kirsten, Mario Lanza and Robert Merrill were pressed for the needle trade.

Grieg pancake album required

Grieg pancake album required only six night hours, with each of the sidemen drawing \$82.50 for his chore. If the Mr. Bigs of Victor like the Coast sample there'll be more to come. And that will make the artists very happy, to say nothing of the Hollywood Chamber of Commerce, which would tub-thump the town's new cultural side.

Oct. 1 Music Charity

Chicago, Aug. 30.

Tenth annual American Music Festival will be presented Oct. 1 at the Chi stadium, under Mid-City charities sponsorship. Name concert and pop artists will take part, including Chi musicians.

Proceeds will go to South Side Boys' Club, Parkway community center and United Negro College Fund.

Carl Fischer's Off-Air Recording of Shows On Long-Playing Disks

Project to record radio shows off the air on long-playing disks for the air on long-playing disks for private record collections is being planned on a national scale by Carl Fischer Music Co. Deal is being set up on the basis of a new high fidelity L-P recording device manufactured by the Wagner-Niehols company in New York. Legal snars involved in unauthorized commercial use of radio shows are being sidestepped by a system in which the customer will rent the recording machine for a specified time to etch whatever program he wants. Carl Fischer company will handle the distribution of agencies in music stores across the country.

Wagner-Nichols outfit, co-headed by the former bandleader Buddy Wagner, is also setting up a radio clipping service for stations and performers.

Service will include a morgue of all network shows which will be grooved on a four-inch super long-playing disk invented by the company. New recording process, called embossing, is much cheaper private record collections is being

pany. New recording process, called embossing, is much cheaper than the standard acetate disks.

(Week ending Aug. 20) London, Aug. 23. | London, Aug. 23.
| Riders in the Sky ... Morris
| Wedding of Lilli | Box & Cox |
| Again ... | F. D. & H. |
| Red Roses ... | L. Wright "A" You're Adorable Connelly Buy Klllarney P. Maurice Forever and Ever . . F. D. & II. Careless Hands Morris Angelus Ringing ... Southern Lavender Blue ... Sun 12th Street Rag ... Chappell Echo Told a Lie ... Chappell

Second 12

'Hucklebuck' Sets A Harlem Trend

based on a riff with a lyric added, has many of Harlem's songwriters nas many of traitem's songwriters searching for the same sort of windfall that came the way of Andy Gibson, "Hucklebuck" writer. Rhythm-jazz instrumentals on disks are being constantly gone over as to their adaptability to lyrics and publishers who frequently deal in that type of tune constantly are being shown "another Ilucklebuck." that type of the being shown buck."

Leeds Music, for example, last week accepted a thing called "The Beetle," which also describes a new type of dance, as does the current

MILLINDER ASKS 100G IN 'HUCKLEBUCK' SUIT

Maestro Lucky Millinder has fled suit in N. Y. supreme court, against his former arranger. Andy Gibson, over parentage of the hit song, "The Hucklebuck." Action asks \$100.000 damages, accounting of profits and that Millinder's name be placed on the time as writer. It's based on circumstances unique to the pop music business, but not so unique gauged from the viewpoint of the "jazz riff" style of music, on which the tune is based.

of music, on which the tune is based.

'Hucklebuck' and Millinder's 'D Natural Blues," recently recorded by him for RCA-Victor, have one and the same music. Millinder's version is instrumental and Gibson's, with the lyrics he added, is, of course, vocal. Question to be settled by the court is whether Millinder or Gibson developed the basic riff on which both melodies are based. There's no question that Gibson did the 'Hucklebuck' lyric. Millinder claims he wrote the original melody last year and it

"Hucklebuck" lyrle.
Millinder claims he wrote the
original melody last year and it
was given to Gibson to arrange.
Gibson claims he developed the
strain and arranged it for Millinder's band, subsequently putting
the lyric to it after Paul Williams'
Regent Record brought the music
to attention.
Months back before either "D.

to attention.

Months back, before either "D Natural" or "Hucklebuck" hit the market, Millinder and Gibson got into an argument over the two and went before flex Riccardi, of the American Federation of Musicians, along with Juggy Gayle, publisher of "Hucklebuck." Dispute was along with Juggs Gayre, phousier of "Hucklebuck." Dispute was settled when Millinder agreed that he would keep "D Natural" to pub-lish himself, and Gibson and Gayle, who had no interest in the argu-ment, would go ahead with "Hucklebuck." Latter subsequent-become a hit. ly became a hit.

Top French Song

Prize for the best current Freuch song has been awarded at Deauville to a number titled "Ma Bue et Moi." Moi."
Translated as "My Street and Myself." the time was authored by Henri Contet and Marguerite Monnot.

Best British Sheet Sellers For First Time in Its 9 Years, BMI **Affiliates Big in Sheet, Disk Sales**

Coincidental with the general two major and three lesser labels seasonal upturn in sheet music and on tap. platter sales, BMI for the first time

Levy Tune Loaded seasonal upturn in sneet missic and platter sales, BMI for the first time in its existence has a concentration of songs published by its affiliates selling strongly in both fields. Although BMI has had hit songs in the past, the song in question was usually by itself, such as "Sentimental Reasons," "Open the Door Richard" or "Managua Nicaragua, with nothing else concurrently nor another tune to follow it up.

For the first time not only is BMI well represented on the best selling sheet music and disk charts in virtually every category, but it is in a position to follow up on the heels of its current hits with an equally strong array of pop fare. This is also the first break of its kind in the nine years it has been in business.

on Victor, plus others.
"Room Full of Roses," another 'Hit Parade" tune, Hill & Ronge, which followed right in on "Candy Kisses," has the Aberbach brothers' firm ready with "I'm Throwing Rice at the Girl I Love." Like others in the Hill & Ronge catalog, this tune is modestly wetting in this tune is modestly getting up steam for the pop field with a top lead as best selling folk disk via

on tap.

Levy Tune Loaded
(Lou

Levy Tune Loaded
Duchess Music's (Lou Levy)
"Someday (You'll Want Me to Want
You'l' is well loaded with disks
and selling powerful. "You're So
Understanding," the Barron-Pemora hit, is still gathering momentum and as is the case with most
of the BMI tunes, is more or less

was usually by itself, such as "Sentimental Reasons," "Open the Door Richard" or "Managua Nicaragua." with nothing else concurrently nor another tune to follow it up.

For the first time not only is BMI well represented on the heats selling sheet music and disk charts in virtually every category, but it is in a position to follow up on the heels of its current hits with an equally strong array of pop fare. This is also the first break of its kind in the nine years it has been in business.

"You're Breaking My Heart." "Sindy Mellin's top tune, hit the "Ilit Parade" a week ago Saturday in fourth place. Followup tunes are "Bluebird On Your Window Sill," already recorded on six hilbilly labels with Andrews Sisters coming up on Deeca, Johnny Bond on Mr-G-M, and several others. Also on the Mellin upcoming list is "Vieni Su." Latin-American hit (new lyric), which will break out with Frankie Carle (Columbia), Vaughn Monroe (Victor), Dean Martin (Capitol), Bob Eberly (Deeca), and others. Still andhor looming on the horizon, along with Beechwood's "Whispering Hope," a P.D., with a Jo Stafford platter for a starter. Among the novelly of from ready with "I'm Throwing Rice at the Girl Love." Like who turned out "Red Roses for a whot urned out "Red Roses for a whot urned out "Red Roses for a second out "Red Ros

Sid Tepper and Roy Brodsky, who turned out "Red Roses for a Blue Lady" earlier this year, dashed off a sequel, "Thanks Mr. Florist," which Mills Music is publishing.

'RH' Logging System

Richard Himber's new development in logging broadcast perform ances lists tunes in the survey, based on four major network schedules. They are compiled on the basis of 1 point for sustaining instrumental, 2 points for sustaining rocals, 3 for commercial instrumental, 4 for commercial vocal, respectively, in each of the 3 major territories, New York, Chicago and Coast. For example, a commercial vocal in all three territories counts 12. Added to these totals is the listener ratings of commercial shows. The first group consists of the top 30 songs.

Week of August 19 to August 25

First G	iroup
Songs	Publishers
Again-†"Road House"	Robhins
And It Still Goes	Shapiro
And It Still Goes A Wonderful Guy—*"South Pacific"	' Williamson
Baby, It's Cold Outside-1"Neptune	's Daughter" Morris
Bali Ha'i-*"South Pacific"	
Don't Call Me Sweetheart Anymore	ABC
Dreamy Old New England Moon	Leeds
Fiddle Dee Dee-†"It's a Great Feel	ing"
Four Winds and the Seven Seas	Lombardo
Four Winds and the Seven Seas Give Me Song With Beautiful Melody	- i"It's a Great Feeling" Witmark
If You Ever Fall in Love Again It's a Great Feeling—"It's a Great	J. J. Robbins & Sons
It's a Great Feeling-"It's a Great	Feeling" Remick
I Wish I Had a Record	Crawford
I Wish I Had a Record Just One Way To Say I Love You-	*"Miss Liberty" Berlin
Let's Take Old-Fashioned Walk-"A	liss Liberty" Berlin
Love Is a Beautiful Thing	Porgie
Maybe It's Because	BVC
Now Now Now 1s the Time	
Room Full of Roses	Hill & Range
Someday You'll Want Me	Duchess
Some Enchanted Evening—*"South	Pacific" Williamson
Song of Surrender- "Song of Surre	nder" Paramount
Swiss Lullaby	Southern
There's Yes Yes In Your Eyes	Witmark
Toot Toot Tootsie "Jolson Sings	Again" Feist
Twenty-Four Hours of Sunshine	Advanced
Where Are You	Famous
Who Do You Know in Heaven	Robbins
Where Are You Who Do You Know In Heaven Younger Than Springtime—***South	Pacifie" Williamson
You're Breaking My Heart	Algonquin
The second	

Second Group
Everytime 1 Meet You-"Beautiful Blonde Bashful Bend" Feist
Everywhere You Go Lombardo
Forever and Ever Robbins
Forever and Ever Robbins Homework—*"Miss Liberty" Berlin
How It Lies Morris
Hucklebuck United
Just For Me Peer Katrina— "Ichabod and Mr. Toad" Melrose
Kiss Ale Sweet Advanced
Look For the Silver Lining Look For the Silver Lining" T. B. Harms
Lora Belle Lee Santly
Lover's Gold Oxford
Make Believe Triangle
My One & Only Highland Fling- "Barkleys of Broadway" II. Warren
Riders In the Sky Morris
Through Long and Sleepless Night - "Come To the Stable". Miller
Twilight
Two Little New Little Blue Little Eyes Morris
Why Fall In Love With a Stranger Campbell
You're So Understanding Barron-Pemora
and the second s

Bands at Hotel B.O.'s

Band Hotel			On Date
Freddy Martin Waldorf (400; \$2)	3	2,500	8.000
Nat Brandwynne Roosevelt (400; \$1.50-\$2)	4	575	2.350
Henry Busse Statler (450; \$1.50-\$2)	4	1.325	4.825
Xavier Cugat Astor 850; \$1.50-\$2)	4	4.175	16,775

Chicago

Johnny Brewer (Swiss Chalet, Bismarck; \$2 min.-\$1 cover). Betty Jane Watson and Jerry Austen. Fine 2,100 tabs. Eddy Howard (Beachwalk, Edgewater; \$2 adm.). Hot weather helped.

Eddy Howard (Beachwalk, Edgewater; \$2 adm.). Hot weather neeper. Lush 14.200 admissions.

Frankie Masters (Boulevard Room, Stevens, 720; \$3.50 min.\$1 cover). Ice Show and Masters going full speed at 4.450 covers.

Eddie O'Neal (Empire Room, Palmer House, 500; \$2.50 min.\$1 cover). Liberace and Modernaires gave way to Janet Blair and Blackburn Twins Thursday (25). Fine 3.000 covers.

Bill Snyder (College Inn. Sherman, 500; \$3.50 min.). "Salute" series still garnering heavy 3.700 covers.

Los Angeles

Eddie Fitzpatrick (Ambassador, 900; \$1.50). With Peter Lind Hayes and Mary Healy. Fourth week, 3,650 covers.

Chuck Foster (Biltmore, 900; \$1.50). Thirteenth week, 2,500 covers.

Ted Fio Rito (Beverly Hills, 300; \$4 min.). Even 600 covers.

Location Jobs, Not in Hotels

Chicago)
Cee Davidson (Chez Parce, 500; \$3.50 min.-\$1 cover). Jackie Miles out. Danny Thomas in Friday (26). Upped to fine 3.900 tabs.
Jimmy Featherstone (Trianon; \$1-\$1.15 adm.). First week of Featherstone sweet 12,500 admissions.
Buddy Moreno (Blackhawk, 500; \$2.50 min.). Opened Wednesday (24). Bigger 2,300 tabs.
Griff Williams (Angenes Chicago)

(Aragon; \$1-\$1.15 adm.). Holding well at 11.000 ad-

Griff Williams

(Los Angeles)

Ray Robbins (Aragon, Santa Monica; 5th wk.). Good 6.100 admissions.

Frankle Carle (Palladium B., Hollywood; 5th wk.). Lower 9.700 adsissions.

Benny Strong (Casino Gardens, Santa Monica; 5th wk.). (Four nights), ekay 5,000 admissions.

Inside Orchestras—Music

Music and recording men are wondering about a curious incident of the past couple weeks. Ray Bloch, musical director of Signature Records (and its subsid Hi-Tone), has been offered as an artist to major record companies by the president of Sig. Bob Thiele. Many took the circumstance as an indication that Signature might be going out of business, but the thought behind seeking a major disk contract for Bloch, it's claimed, is that the stuff Bloch does for Signature is too high-class for low-cost, low-price 35c disks such as Hi-Tone.

Decca Records has gotten unusual reaction from its two recordings of "Maybe It's Because." Comme Haines' Coral disk was the first cutting of the tune to hit the market, and it met with such success that it was decided that the song merited another recording, on the Decca label. Dick Haymes cut it and, by virtue of his more powerful name, took over in popularity from the Coral platter, but Miss Haines continues to sell well.

Jo Stafford's **Touring Unit**

Jo Stafford is planning an unique series of concert dates in the midwest during October, Capitol Records singer is making up a unit consisting of Paul Weston, Cap

consisting of Paul Weston, Cap musical director, and a 25-piece band, plus the Starlighters, vocal group, and two other acts, which will play college dates and regular ballroom promotions.

Based on the coin secured for three of the 11 days, Miss Stafford figures to earn a healthy return on the fortnight's work. She's down for one day at Michigan State, East Lansing, at \$4,000 guarantee against 60% of the gross, and a flat \$6,000 for two days at Purdue U. Tour starts Oct. 15 and is the singer's first p.a. work since last summer, when she worked the New York Paramount theatre.

UNION BANS CANADIAN SERVICE BANDS AT EXPO

Upsetting the daily 24,000-seater grandstand shows at the Canadian National Exhibition, the Toronto local of the Canadian Musical Protective Assn. has banned appearances here of the massed bands of the Canadian army, navy and air force. Three 40-piece units from each of the three services were to be included in the finale of the Olsen & Johnson grandstand show as well as the morning raising and evening lowering of the colors. These two ceremonles will now be carried out by three buglers.

will now be carried out by three buglers.

Arthur Dowell, union business agent, refuses all comment; the union president, Walter Murdoch, is in England. Elwood Hughes, general manager of the CNE, termed the union's action a "peculiar decision" and said that his offer to put in standby musicians was refused by the union. Matter is now being taken up with Department of National Defense. It's also pointed out that many members of the three active services' bands, who were formerly professional musicians before joining up, have kept up their union membership fees.

Vic Damone tapped for the Mo-cambo, Hollywood, Nov. 1 and will be followed by Danny Thomas starting No- 21.



FRANKIE LAINE

CURRENTLY

LOEW'S STATE PROVIDENCE, R. I.

THE EVER POPULAR STANDARD

DEED

LAUREL MUSIC CORP. 1619 Broadway, N. Y. 19

WANTED: Top-notch pia-nist, bass, drummer, tenor sax, trumpet, arranger for name band. Travel if necessary. Phone for appoint-ment. Miss O'Keefe, PLaza 5-7930.

RETAIL DISK BEST SELLERS

VARIETY

Survey of retail disk best sellers, based on reports ob-tained from leading stores in 2 cities and showing com-parative sales rating for this and last week.

Week	Ending
Aug	1. 27
Artist Lat	hel. Title

ast vk.	Artist, Label, Title
1	PERRY COMO (Victor) "Some Enchanted Evening".
5	VIC DAMONE (Mercury) "You're Breaking My Heart"

National

Rating This L

wk. v

New York-(Davega

Shop)

Kansas City-(Jenkins Hospe -(A.

M. WHITING-J. MERCER (Cap).
"Baby, It's Cold Outside".
EVELYN KNIGHT (Decca)
"You're So Understanding"..... VAUGHN MONROE (Victor) DICK HAYMES (Decca)
"Room Full of Roses" . . . INK SPOTS (Decca)
"You're Breaking My Heart"....
D. HAYMES-TATTLERS (Decca)
"Maybe It's Because" 6A 10

6B 12 "Maybe It's Because".....
VAUGHN MONROE (Victor)
"Riders in the Sky"...... TOMMY DORSEY (Victor) 6 'The Hucklebuck' SPIKE JONES (Victor)
"Dance of the Hours"... 16 10

FRANKIE LAINE (Mercury)
"That Lucky Old Sun"....
PERRY COMO (Victor) "I Don't See Me in Your Eyes"...
BING CROSBY (Decca)
"Some Enchanted Evening".... 12B 8 D. DAY-F. SINATRA (Columbia)
"An Old Fashioned Walk" 13 EDDIE HOWARD (Mercury)
"Room Full of Roses"... J. STAFFORD-G. MacRAE (Cap)
"Whispering Hope"
MILLS BROS. (Decca)

14A 13 140 PERRY COMO (Victor)
"Bali Ha'i" 14D SAMMY KAYE (Victor)
"Room Full of Roses"... 14E 16 GORDON JENKINS (Decca)
"Again"

"Again"
KENNY ROBERTS (Coral)
"I Never See Maggie Alone"
LARRY GREEN (Victor)
"There's Yes, Yes, in Your Eyes"
SOKACH HOBAT (Decca)
"Blue Skirt Waltz" 15B 16 15C

FRANKIE YANKOVIC (Columbia)
"Blue Skirt Waltz"

TONY MARTIN (Victor)
"Circus"

15F 16 FIVE TOP SOUTH PACIFIC

ALBUMS

Label

Broadway Cast Columbia

KISS ME KATE **Broadway Cast** Columbia

SONGS WITHOUT WORDS Selected (Paul Weston Capitol

MISS LIBERTY Broadway Cast Orch) Columbia

5 SILVER LINING

SONGS Vaughn Monroe Victor

10

10

38 23 10

Disk Best Sellers by Companies (Based on Points Earned) No. of No. of . 10 Records **Points** Lahel Points Capitol Columbia Coral

SONG CONTEST SNARL

Mills Music has been served with papers in a suit by Larry Stamps, amateur songwriter who won an am contest put on in 1948 by Coast disk jockey Gene Norman at the Hollywood Bowl. Top prize in the contest was a contract under which Mills would publish the winning song, which was selected by

ning song, which was selected by judges Ferde Grofe. Johnny Mercer, Victor Young, Johnny Green and David Rose.

Stamps' tune was titled "Said the Little Train." His suit claims that not only didn't Mills publish it as the contest terms promised, but that Mills subsequently marketed a melody titled "Down By the Station." a fair hit earlier this year, which Stamps asserts was very similar in idea to his creation. "Station" lists Lee Ricks and Slim Gaillard as co-writers.

AMATEUR SUES MILLS IN Hutton Toronto Date Snarled by Customs

Darried by Customs
Toronto. Aug. 30.
Danceband attraction at the
Canadian National Exhibition, Ina
Ray Hutton ran into border trouble at Fort Erie when Canadian
customs officials refused to allow
a special truckload of instruments
to pass through until the necessary
\$1,000 posted bond was handed
over. Seems nobody could produce it, and journey to Toronto
was held up for three hours while
frantic phone calls were put
through to New York and CNE
officials. officials.

Green light was given when Canadian customs decided to put one of their men on the truck as watchdog to Toronto of four trumstation." a fair hit earlier this year, which Stamps asserts was very similar in idea to his creation. "Station" lists Lee Ricks and Slim Gaillard as co-writers.

Billy Eckstine into Merry Go Round, Youngstown, Oct. 31.

'TIM-TAYSHUN' REISSUE. ACCENT ON STAFFORD

Capitol Records is back on the market with Red Ingle's "Tim-Tayshun" record, which not too long ago sold over 1,000,000 copies. In reissuing the disk, however, Capisn't missing a bet. While the original release of the platter did not give the vocalist billing, which started a guessing game culminating in the spottighting of Jo Stafford as the purveyor of the hill-billy-slanted vocal, the new disk clearly makes certain it's Miss Stafford.

Stafford.

Cap's new label gives the femme singer top billing over Ingle in an effort to renew sales via her disk mart power. It also has dropped the hillbilly spelling of the song's title in preference to the straight "Temptation" tag.

first night's opening on word-of-mouth that Miss Hutton's band had not arrived but Miss Hutton grimly waved the baton, with long waits between numbers, for the small turnout.

'4 Winds' Blows Legal Hurricane

An infringement suit with freak overtones is being threatened over the current pop hit, "Four Winds and Seven Seas." It involves the Lombardo brothers in several different ways that the music business, with all its infringement actions, never heard of before.

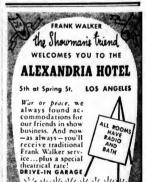
Back in 1927, a tune titled "Where in the World" was marketed, with the writers listed as Ai Lewis, Gerald Marks, Emerson Gill and Carmen Lombardo. Shapiro-Bernstein published. Lewis, Marks and Gili are the complain-Marks and Gili are the complainants against "Four Winds." Lombardo refusing to become a party to it. They assert that the melody of "Winds" Infringes on the melody of "Where in the World." Shapiro, incidentally, also refuses to become a party to the complaint, but may be drawn in on an involuntary basis.

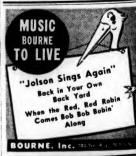
Here's the rub in the whole thing: Carmen Lombardo, listed as one of the "Where" writers, is co-owner of Lombardo Music, which publishes "Four Winds." Not only that, Don Rodney, vocalist with Guy Lombardo's orchestra, is one of the co-writers (with Hal Davis) of "Four Winds."

SAM WEISS SETS UP OWN PUBLISHING CO.

Sam Weiss, former Coast rep for Edwin H. Morris Music, has gone into business for himself. Weiss has been in the east for the past two weeks or so and late last week finalized plans for his own publishing venture, which will be undertaken without outside financiai help. It'li be called Sam Weiss

Weiss will headquarter on the Weiss will headquarter on the Coast, returning there next week, and he will put a one-man staff to work in N. Y., reversing the usual procedure of headquartering in N. Y. and having representation in the west. Weiss gets going with two tunes, one titled "Mad About You," from the King Bros. forthcoming film, "Gun Crazy," and a pop by Dave Franklin titled "A Man Wrote a Song."





Wanted—Active partner to operate-contact for two established corporations. (1) a music pub. corp. (Member: ASCAP); (2) a record corp., records on the market, own studios near Radio City. Partner with some capital & part of full time. Owners in poor health.

Address: Box 1921, Variety, 154 West 46th st., New York 19, N. Y.

LONDON FLIES FIRST FFRR DISKS TO U. S.

FFRR DISKS TO U. S.

London Records flew its first shipment of FFRR recordings into the U. S. from England Monday (29). Shipment consisted of approximately 35,000 high-fidelity disks of approximately 60 different classical selections. They'll be distributed to dealers in the U. S. immedlately. They're all Microgroove Long-Playing platters.

London was to have had the disks here earlier, but held up until a greater number of units could be brought in at once. They're the first FFRR material to be retailed in the U. S. since British Decca and U. S. Decca concluded a deal whereby the sale of FFRR in the U. S. would be taken over from Decca here by London Records, U. S. counterpart of British Decca. phony, stated Thursday (25) there probably would be no 1949-50 or-classical selections. They'll be distributed to dealers in the U. S. immediately. They're all Microgroove Long-Playing platters. London was to have had the disks here earlier, but held up until a greater number of units could be brought in at once. They're the first FFRR material to be retailed in the U. S. since British Decca and U. S. Decca be retailed in the U. S. since British Decca and U. S. Decca be retailed in the U. S. would be taken over from Decca here by London Records, U. S. counterpart of British Decca.

It cost 10c a disk to air freight the platters from England to this country.

See Hope Yet for Det. To Have Orch Season

Detroit, Aug. 30. Although Henry H. Reichhold, president of the Detroit Sym-phony, stated Thursday (25) there

McDONALD-MCA TEAR UP BAND CONTRACT

Hollywood, Aug. 30. Hollywood, Aug. 30.
Billy MacDonald has booked himself and his band into the Florentine Gardens here after a mutual tearing-up of his contract with MCA. Pact had two more years to run, but was cancelled after numerous disagreements. Blowoff came when the bandleader refused to take a booking at Last Frontier, Las Vegas, after agency had made date.

Organist Ethel Smith is doing a contrasting series of albums for Decenting series of Billy MacDonald has booked him-self and his band into the Florendate

MacDonald's chief complaint was that MCA had refused to get him eastern bookings.

Ethel Smith's 2 Albums: Cornpone and Gospel

Organist Ethel Smith is doing a

Miss Smith is slated for a nitery stand at Hotel El Rancho Vegas, Las Vegas, starting Sept. 14 for two weeks.

BOB SMITH SIGNED FOR VICTOR DISKS

RCA-Victor has signed Bob Smith, creator of television's "Howdy Doody" character, for records. Initial effort by Smith, whose "Howdy" series aired five nights a week on 22 NBC net stations, is one of the top kiddle video shows, will be an album that will be cut and dried in time for Xmas sales. It will be a continued story with musical background.

Smith's contract was signed via Martin Stone Associates, who handle all "Howdy Doody" licensing agreements. Since the character was developed by Smith, varieties of kiddle clothing, dolls, etc.

On the Upbeat

resuming theatre run Monday (5), at Canton, O., then six weeks of RKO time in Rochester, Syracuse, Roston, Washington, etc.; ex-Horace Heidt accordionist has set several theatre records recently . .

Horace Heidt accordionist has set several theatre records recently ... Louis Armstrong made first Decca records in N. Y. Monday (29) ... Chappell Music took over, "If I Were You" from Fanfare Music. ... Ike Carpenter band signed with Discovery Records ... Guy Lombardo named chairman of Nassau County Golden Anni "Recreation Day" at Roosevelt Field, Long Island, in October . Johnny Bothwell into Cafe Society, Sept. 16. . Tommy Valando recovering from kidney op in N. Y. hospital. ... Homer and Jethro join Spike Jones' troupe at Indiana State Fair. ... Decca reissuing Glen Gray's "I Can Dream, Can't I," with Kenny Sargent vocal, as result of Andrews Sisters click disk ... Ray McKinley plays home town. Fort Worth, opening three days at Lakeworth Casino, Sept. 16 . . . King Cole into Paramount theatre, N. Y. Oct. 19 ... Lawrence Fishbein now general manager of Edward B. Marks Music in N. Y.

Chicago

Chicago

Norman Granz' "Jazz at the Philharmonic" returns to the Chi Civic Opera House Oct. 14, with Ella Fitzgerald in the star spot... Disk jock Ernie Simon hack from a three-week vacash in Hawaii... Lee Pines took leave of Al Trace's orch, as pianist-arranger, when a small investment in an oilwell in southern Illinois. came through. Pines intends to concentrate on composing... Lionel Hampton starts a tour of nine Canadian cities Sept. 19, with bookings set by Associated. Russ Carlye opened Aug. 26 at Ideal Beach. Disk of the Carlye opened Aug. 26 at Ideal Beach. Labor Day... Orrin Tucker comes back to Karzas ballrooms here Sept. 20 after finishing at Peabody hotel, Memphis... Sherman Hayes winds up his three months at O. Henry ballroom here. Sept. 11, with one-nighters until first part of October... Teddy Phillips heads for St. Louis and seven days at Casa Loma ballroom, Sept. 9. Disk jockey Hugh Douglas and the Mrs. heading for a three-week motor trip to Hollywood in Sept. Victor recording songstress Fran Warren making her first Chi appearance at the Chez Paree, will Danny Thomas... Gloria Hart. Art Kassel's former vocalist, broke in as a single last week at Lake Club. Springfield. Ill. Orch leader Lawrence Welk invented a new dish called "Squeezeburger," with Chi Harding restaurant chain taking over distribution in this territory. Del Scott Quartet set for Mardi Gras Club, Lafayette, La. Oct. 3 for four weeks. Bernie Cummins into Claridge hotel, Memphis, Sept. 9 till end of the month.

Pittsburgh

Baron Elliott back into West's stand there in two months... Skip Nelson, former vocalist with Chico Marx, Glenn Miller and Tommy Dorsey, singing with Everett Neill's band again on its location dance stands and also on many of outfit's one-nighters... Al Marsico back batoning at Nixon Cafe after six-week rest at his summer place in Ligonier, Pa... Ralph and Buddy Bonds, twin organists, into Bill Green's Cocktail Lounge for indefinite run. They

New York

Dick Contino on week's vacation, esuming theatre run Monday (5), t Canton, O., then six weeks of KO time in Rochester, Syracuse, foston, Washington, etc.; exterior Research Washington, etc.; exterior

Hollywood

Desi Arnaz combo on a 10-day stand at the Cal Neva Lodge at \$3,000 flat . . Frankie Carle closed at Palladium here Sunday (28) and disbanded until he opens at the Shamrock. Houston. Nov. 10 . . . Ray Robbins' option hoisted for four more weeks at the Aragon ballroom . . Dave Barbour four-piece combo backing Peggy Lee at Las Vegas Thunderbird, starting Nov. 10 . . . Les Brown band into the Trianon Sept. 30, at \$2,000 against 50% on each weekend, for five straight weekends . . Spade Cooley crying the blues over the smashing of his sailboat by a submerged object off El Segundo pier. . . Louis Armstrong combo, at \$4,500 weekly, starts a fortnight at Flamingo. Las Vegas, Jan. 26 . . Buddy Childers on first trumpet in Woody Herman's band, subbing for Ernie Royal . . Leighton Noble band flew from Catalina to etch four faces for Coral, "That's My Weakness Now." Ain't She Sweet?" "Dime A Dozen" and "Jealous Heart."

Tony Martin won't start at the Flamingo, Las Vegas, Sept. 8, for a scheduled two-week engagement. He'll do it later. Nitery let him out of the date so he can fill two NY radio guest shots . . Rudy Vallee will be opening headliner at the Commodore, new Vancouver, B. C., nitery which opens Sept. 10. He'll get \$4,500 per stanza . . . Craig Flanagan has joined Joe Glaser's Associated Booking, Inc., to handle cocktail units as assistant to Milt Deutsch . . . Peggy Lee into Las Vegas' Thunderbird for two weeks starting Nov. 10, with Dave Barbour Four-piece combo backing. Package gets flat \$5,000 weekly. Herb Wald has joined Knicker-bocker pubbery as Coast rep. He formerly was with Chappell Music . . Lesly Gray slicing four faces for Castle Records . . . Slim Carter, oatuner. Bill Gaither and the Madeaps signed by M-G-M Records, with Jesse Kaye, waxery's local chief, handling their first recording sossion . . Dave Kapp bold Patti Andrews that Decea will start soloing her regularly, since her partial solo on "I Can Dream Can't I." last month. Side, along with "Lilli Marlene," sold 300,000, according to Kapp.

ARTIE SHAW TO MIX THEATRES, 1-NITERS

Artie Shaw will mix theatre dates and one nighters with new band he will take on the road next month. It's Sbaw's/initial tour with a pop band in several



The Fast-Breaking Hit Ballad From the 20th Century-Fox Picture

"COME TO THE STABLE" **** DAILY NEWS

Starring LORETTA YOUNG and CELESTE HOLM

THRUUGH A LUNG AND

COLUMBIA RECORD #38539

DINAH SHORE

With Chorus and Orchestra UNDER DIRECTION OF HARRY ZIMMERMAN

Columbia 🚳 Records

S

Jenkins

S.

*********************************** VARIETY SONG CAVALCADE

+++++ (Musical-Historical Review: 1800-1948) ++++++

Compiled for VARIETY

By JULIUS MATTFELD
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Legends and other basic background information, attendant to the compilation and presentation, appeared in the Oct. 6, 1948, issue when the Variety Song Cavalcade started publication serially. It is suggested that these installments be dipped and filed for future reference.

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Precious Little Thing Called Love Film: The Shopworn Angel w., m., Lou Davis and J. Fred Coots. Remick Music Corp., cop. 1928.

Regimental Song (The White Eagle). w., Brian Hooker, m., Ru-dolf Friml. Waterson, Berlin & Snyder Co., cop. 1928. (Successor

Revenge. w., Sam M. Lewis and Joe Young. m., Harry Akst. Remick Music Corp., cop. 1928. She's Funny That Way, w., Richard A. Whiting, m., Neil Moret. San Francisco, Villa Moret Inc., cop. 1928.

Short'nin' Bread. w., m., Jacques Wolf. Harold Flammer, Inc., cop.

Automobile production now ossed the 4,000,000 per year

crossed the 4,000,000 per year mark. Marathon dancers still wearily dragged themselves across dance

floors.
C. C. Pyle launched his "Bunion Derby."

Flagpole sitting was the latest addition to the craze for producing records of some sort. With it, the

ler Co., cop. 1 , Mills Music).

1928-Continued

1928—Continued

If I Had You. w., m., Ted Shapiro, Jimmy Campbell and Reginald Connelly. Robbins Music Corp., cop. 1928 by Campbell, Connelly & Co.; assigned 1928 to Robbins Music Corp.

In a Mist, Piano solo. m., Bix beiderbecke. Robbins Music Corp., cop. 1928.

Preclous Little Thing Called

Leanning I Deam of the region.

beiderbecke, Robbins Music Corp., cop. 1928.
Jeannine, I Dream of Lilac Time (Film: Lilac Time), w., L. Wolfe Gilbert, m., Nathaniel Shilkret. Leo Feist, Inc., cop. 1928.
Just Like a Melody Out of the Sky. w., m., Walter Donaldson, Donaldson, Douglas & Gumble, Inc., cop. 1928. (Successor Pub., Bregman, Vocco & Conn).
K-ra-zy For You (Treasure Girl), w., Ira Gershwin, m., George Gershwin, New World Music Corp., cop. 1928.

cop. 1928. Laugh! Clown, Laugh! w., Sam

Laugh: Clown, Laugh. W., Saud. M. Lewis and Joe Young. m., Ted Fiorito. Remick Music Corp., cop.

Let's Do It (Paris), w., m., Cole

1928.

Let's Do It (Paris). w., m.. Cole
Porter. Harms, Inc., cop. 1928.

Let's Misbehave (Paris). w., m..
Cole Porter. Harms, Inc., cop. 1928.
Lonesome in the Moonlight. w.,
Benee Russell. m., Abel Baer. Leo
Feist, Inc., cop. 1928.

The Lonesome Road (Film: The
Show Boat). w., Gene Austim. m.,
Nathaniel Shilkret. Spier & Coslow, Inc., cop. 1928. (Successor
Pub., Bregman, Vocco & Conn).
Love Me or Leave Me. w., Gus
Kahn. m., Walter Donalson, Donaldson, Douglas & Gumble, Inc.,
cop. 1928. (Successor Pub., Bregman. Vocco & Conn).

aldson, Douglas & Gumble, Inc., cop. 1928. (Successor Pub., Bregman, Vocco & Conn).

Lover, Come Back to Me (The ew Moon), w., Oscar Hammerstein, 2nd. m., Sigmund Romberg, Harms, Inc., cop. 1928.

Ma Belle (The Three Musketeers), w., Clifford Grey. m., Rudolf Friml. Harms, Inc., cop. 1928.

Manhattan Serenade, Plano solo, m., Louis Alter, Robbins Music Corp., cop. 1928.

March of the Musketeers (The Three Musketeers), w., P. G. Wodehouse and Clifford Grey, m., Rudolf Friml. Harms, Inc., cop. 1928.

Marie, w., m., Irving Berlin, Irving Berlin, Inc., cop. 1928.

Mem'ries, w., Henry M. Neely, m., Harold Sanford, M. Witmark & Sons, cop. 1928.

m., Harold Santord, M. Willmark & Sons, cop. 1928.

Memorles of France, w., Al Dubin, m., J. Russel Robinson, Waterson, Berlin & Snyder Co., cop. 1928. (Successor Pub., Mills

Music).

Moonlight of My Delight (Chee Chee). w., Lorenz Hart. m., Richard Rodgers, Harms, Inc., cop. 1928.

My Lucky Star (Follow Thru). w., m., Bud G. DeSylva, Lew Brown and Ray Henderson, Dec. Sylva, Brown & Henderson, Inc., cop. 1928. (Successor Pub., Crawford Music). cop. 1928. (Successor Pub., Crawford Music).
Nagaski, w., Mort Dixon. m.,
Harry Warren. Remick Music
Corp., cop. 1928.
Once in a Life Time (Earl Car-

A NEW JIMMY McHUGH STANDARD

IT'S A MOST UNUSUAL DAY

Music by . . . JIMMY McHUGH ROBBINS MUSIC CORPORATION

It's Music By

JESSE GREER

LAPPERETTE

FRANKIE CARLE

(Mills Music)

RETAIL SHEET BEST SELLERS

- VARIETY-

Survey of retail sheet music sales, based on reports obtained from leading stores in 12 cities and showing comparative sales rating for this and last week.

Week Ending Aug. 27

Rating

National

This wk.	Last wk.	Title and Publisher	New.	Chica	Los A	Bosto	St. Le	San	India	Omal	Kans	Phila	Minn	Seatt	N T S
1	1	"Enchanted Evening" (W'mson)	3	2	1	1	1	1	3	5	1	2	1	3	108
2	2	"Room Full of Roses" (Hill-Range)	2	1	3		2	3	4	1	6	9	4	1	85
3	4	"Breaking My Heart" (Algonquin)	1	3		4	7		1	٠.	9	1	8	7	58
4	7	"Old Fashioned Walk" (Berlin)	6		4	5		6	2	3		7	2		53
5A	10	"Yes in Your Eyes" (Remick)	. ,	4	6	3	9				8			2	34
5B	3	"Again" (Robbins)			7	6	3	7		10	5		5		34
6	7	"Maybe It's Because" (B.V.C.)	5		10	8	8		5			3		5	33
7	5	"Ball Ha'i" (Williamson)		10		2	5				2	8			28
8	6	"Forever and Ever" (Robbins)	7	8	9		10	5	٠.	8		6		8	27
9	13	"I Love You" (Berlin)		5	2	7							7		23
10		"Someday" (Duchess)	4		8		4						6		22
11	12	"Riders in the Sky" (Morris)						2		2					18
12	8	"4 Winds and 7 Seas" (Lombardo)		7	٠.		6	8		9		٠.		9	16
13	9	"It's Cold Outside" (Melrose)				9				6	3			٠.	15
14A	13	"The Hucklebuck" (United)	, .					9		7	4	٠.			13
14B		"24 Hrs. of Sunshine" (Witmark)	8								10		3		13

name of Shipwreck Kelly bounced You.

name of Shipwreck Kelly bounced into headlines.

The stock market was climbing to astronomical highs.

"Peaches" Browning appeared in vaudeville.

Mae West was playing in "Diamond Lil."

Greta Garbo was in her sixth Hollywood year, and well established as a star.

Plays of the year included "The Front Page" thecht and MacArthur, authorsi, "Strange Interlude" (Eugene O'Neill, author), "New Moon" and "Whoopee."

"The Singing Fool" (Al Jolson) set film box office records never before approached by anything.

1999

Ain't Misbehavin' (Hot Choco-lates), w., Andy Razaf, m., Thomas Waller and Harry Brooks, Mills Music, Inc., cop. 1929. Am I Blue? (Film: On With the Show). w., Grand Clarke, m., Harry Akst. M. Witmark & Sons, cop. 1929. Aren't We All (Film: Sunnyslder Up), w., m. Bud G. DeSviya Lee.

Short'nin' Bread. w., m., Jacques Wolf. Harold Flammer, Inc., cop. 1928.

Softly, As in a Morning Sunrise (The New Moon). w., Oscar Hammerstein, 2nd. m., Sigmund Romberg, Harms, Inc., cop. 1928.

Sonny Boy (Film: The Singing Fool). w., m., Al Jolson, Bud G. De-Sylva, Lew Brown and Ray Henderson, DeSylva, Brown & Henderson, Inc., cop. 1928. (Successor Pub., Crawford Music).

Stout Hearted Men (The New Moon). w., Oscar Hammerstein, 2nd. m., Sigmund Romberg, Harms, Inc., cop. 1928.

Sweet Lorraine. w., Mitchell Parish. m., Cliff Burwell. Mills Music Co., Inc., cop. 1928.

Sweet Lorraine. w., Mitchell Parish. m., Cliff Burwell. Mills Music Co., Inc., cop. 1928.

Sweet Sue—Just You. w., Will J. Harris. m., Victor Young. Shapiro, Bernstein & Co., Inc., cop. 1928.

Sweethearts On Parade. w., Charles Newman. m., Carmen Lombardo. Chicago: Milton Weil Music Co., cop. 1928.

The Tartar Song (Chee Chee). w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1928.

That's My Weakness Now. w., m., Bud Green and Sam H. Stept., Shapiro, Bernstein & Co., Inc., cop. 1928 by Green & Stept; assigned to Shapiro, Bernstein & Co., Inc., cop. 1928 by Green & Stept; assigned to Shapiro, Bernstein & Co., Inc., cop. 1928. (Successor Pub., Bourne. Inc.).

There's Something About a Rose That Reminds Me of Yeafor. Aren't We All (Film: Sunnysuce Up), w., m., Bnd G. DeSylva, Lew Brown and Ray Henderson, De-Sylva, Brown & Henderson, Inc., cop. 1929. (Successor Pub., Crawford Music).

Inc.).

There's Something About a Rose—That Reminds Me of You. w., Irving Kahal and Francis Wheeler. m., Sanuny Fain, Waterson, Berlin & Snyder Co., cop. 1928. (Successor Pub., Mills Music.

To Be Forgotten, w., m., Irving Berlin, Irving Berlin Standard Music Corp., cop. 1928.

Watching the Clouds Roll By (Animal Crackers). w., Bert Kaimar, m., Harry Ruby, Harrus, Inc., cop. 1928.

When You're Smiling — The

cop. 1929. (Successor Pub., Crawford Music).

Beside An Open Fireplace. w.,
m., Paul Denniker and Will Osborne. Santly Bros., Inc., cop.
1929. (Successor Pub., Santly-Joy).
Can't We Be Friends (The Little Show). w., Paul James m., Kay
Swift. Harms, Inc., cop. 1929.
Can't You Understand? w., Jack
Osterman, m., Victor Young, Donaldson, Douglas & Gumble, Inc.,
cop. 1929. (Successor Pub., Bregman-Vocco & Conn).
Canto Siboney. w., m., Ernesto
Lecuona. Havana, Cuba: Agencia Internacional de Propiedad Internacional de Propiedad Internacional de Propiedad Internacional (Successor Pub., Leo
Feist). Chant of the Innels (First Unmar. m., Harry Ruby. Harnis, Inc., cop. 1928.
When You're Smiling — The Whole World Smiles With You. w. m., Mark Fisher, Joe Goodwin and Larry Shay. Chicago: Harold Rossiter Music Co., cop. 1928.
Where Is the Song of Songs for Me (Film: Lady of the Pavements). w. m., living Berlin. Irving Berlin, Inc., cop. 1928.
Where the Shy Little Violets Grow, w., m., Gus Kahn and Harry Warren. Remick Music Corp., cop. 1928.

Feistl,

Chant of the Jungle (Film: Untamed), w., Arthur Freed, m., Nacio Herb Brown, Robbins Music Corp., cop. 1929 by Metro-Goldwyn-Mayer Music Corp.; assigned 1929 to Robbins Music Corp., Cross Your Fingers (Sons O'Guns), w., m., Arthur Swanstrom, Benny Davis and J. Fred Coots. Davis, Coots & Engel, Inc., cop. 1929. (Successor Pub., Words & Music).

Deep Night, w., Rudy Value, m.

1928.
You're the Cream In My Coffee
(Hold Everything!) w., m., Bud G.
DeSylva, Lew Brown and Ray
Henderson, DeSylva, Brown &
Henderson, Inc., cop. 1928. (Successor Pub., Crawford Music).
You Took Advantage of Me
(Present Arms), w., Lorenz Hart.
m., Richard Rodgers, Harms, Inc.,
(2021, 1928). Music).
Deep Night, w., Rudy Vallee, m., Kau Charlie Henderson, Ager, Yellen & Bornstein, Inc., cop. 1929. (Successor Pub., Advance, Don't Ever Leave Me (Sweet Adeline), w., Oscar Hammerstein, 2nd. m., Jerome Lover (Film: The Love Parade), w., Clifford Grey, m., Victor Schertzinger, Famous Music (Corp., cop.) 1929.
Evry Day Away from You, w., Charles Tobias, m., Jay Mills, Shapiro, Bernstein & Co., Inc., cop. 1929.
Fortunio's Song (Fortunic)

Cop. 1928.

You Wouldn't Fool Me (Follow Thru). w., m., Bud G. DeSylva, Lew Brown and Ray Henderson, cop. 1928. (Successor Pub., Crawford 1928.)

Shapiro. Bernstein & Co., June Cop. 1929.
Fortunio's Song (Fortunio). Vagaboud Lover). w., m., Harry Original French words, Alfred de Musset: English words, Adrian Ross, m., Andre Messager. London: Chappell & Co., Ltd., cop. 1907 by Choudens, Paris; cop. 1929 by Chappell & Co., Ltd., London.
Goodness Knows How I Love

Goodness Knows How I Love

Little Kiss Each Night (Film: The Trespasser). w., Elsie

You, w., Billy Hays and Ray Bretz, m., Tcd Weitz, Waterson, Berlin & Snyder Co., cop. 1929. (Successor Pub., Mills Music).

Great Day (Great Day). w., Billy Rose and Edward Eliscu. m., Vincent Youmans. Vincent You-mans, Inc., cop. 1929. (Successor Pub., Miller). Rose and Vincent Y

Gypsy Dream Rose, w., James Kendis and Frank Samuels, m., Meyer Gusman, Kendis, Gusman & Samuels, Inc., cop. 1929. (Successor Pub., Remick Corp.),

Sor Pub., Remick Corp.).

Happy Days Are Here Again
(Film: Chasing Rainbows). w., Jack
Yellen. nr., Milton Ager. Ager, Yel-len & Bornstein, Inc., cop. 1929.
(Successor Pub., Advance).

Head Low, w., Willard Robison, m., Frank Skinner, San Francisco: Villa Moret, Inc., cop. 1929.

Here Am I (Sweet Adeline), w., Oscar Hammerstein, 2nd. m., Jerome Kern, T. B. Harms Co., cop. 1929. cop.

op. 1929.

I Don't Want Your Kisses (Film: So This Is College). w., Fred Fisher and M. M. Broones. Robbins Music Corp., cop. 1929 by Metro-Goldwyn-Mayer Music Corp.; assigned 1929 to Robbins Music Corp.
I Got a "Code" in My "Dose"—Cold in My Nose. w., m., Arthur Fields, Fred Hall and Billy Rose. Santly Bros., cop. 1929. (Successor Pub., Santly-Joy).
I've Got a Feeling I'm Falling. w., Billy Rose. m., Harry Link and Thomas Waller. Santly Bros., cop. 1929. (Successor Pub., Santly-Joy).
I Kiss Your Hand, Madame. w., Fritz Rotter; American words by Lowis and Voung m. Ralph Fr.

cop. 1929. (Successor Pub., Santly-Joy).

I Klss Your Hand, Madame. w., Fritz Rotter; American words by Lewis and Young. m., Ralph Erwin. Harms. Inc. cop. 1928 by Edition Karl Brull, Leipzig: cop. 1929 by Harms. Inc. cop. 1928 by Edition Karl Brull, Leipzig: cop. 1929 by Harms. Inc. cop. 1929. If I Close My Eyes to the Rest Of the World. w., m., Cliff Friend. Remick Music Corp., cop. 1929.

I'll See You Again (Bitterswet). w., m., Noel Coward. London: Chappell & Co. Ltd., cop. 1929.

If I Had a Talking Pleture of You (Flim: Sunny Side Ep). w., m. Bud G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson Inc., cop. 1929. (Successor Pub., Crawford Music). Jerleho (Film: Syncopation). w., Leo Robin. m., Richard Mycrs. Harms, Inc., cop. 1929.

June Moon (June Moon). w., Leo Robin. m., Richard Mycrs. Harms, Inc., cop. 1929. Keepin' Myself for You (Film: Ilit the Deck). w., Sidney Clare. m., Vincent Youmans. Vincent Youmans, Inc., op. 1929. (Successor Pub., Harms, Inc.).

Lady Luck (Show of Shows). w., m., Ray Perkins. M. Witmark & Sons, cop. 1929.

Little Kiss Each Morning—a Little Kiss Each Might (Film: The Vagaboud Lover). w., m., Harry Woods. Harms, Inc., cop. 1929.

Little Kiss Each Morning—a Little Kiss Each Might (Film: The Vagaboud Lover). w., m., Harry Woods. Harms, Inc., cop. 1929.

Liza (Show Girl). w., Gus Kahn and Ira Gershwin. m., George Gershwin. New World Music Corp., cop. 1929.

Janis. m., Edmund Goulding, Irv-ing Berlin, Inc., cop. 1929. (Suc-cessor Pub., Bourne, Inc.). Louise (Film: Innocents of Parls). w.. Leo Robin: Richard A. Whiting, Famous Music Corp., cop. 1929

Whiting, Famous Music Corp., cop. 1929.

Moanin' Low (The Little Show), w., Howard Dietz, m., Raiph Rainger, Harms, Inc., cop. 1929.

More Than You Know (Great Day), w., Billy Rose and Edward Eliscu. m., Vincent Youmans, Vincent Youmans, Inc., cop. 1929.

Successor Pub., Miller Music), My Kinda Love. w., Jo' Trent, m., Lonis Alter, Robbins Music Corp., cop. 1929.

My Love Parade, W., Clifford Grey, m., Victor Schertzinger, Famous Misic Corp., cop. 1929.

My Song of the Nile (Film: The Drag), w., Al. Bryan, m., George W. Meyer, M. Witmark & Sons, cop. 1929.

My Sweeter Than Sweet (Film: Investign of the Corp. My Sweeter Than Sweet (Film: Investign of the Corp.)

My Sweeter Than Sweet (Film: Sweetle). w., George Marion, Jr., m., Richard A. Whiting. Harms, Inc., cop. 1929 by Famous Music

Inc., cop. 1929 by Famous according to Corp.

Pagan Love Song (Film: The Pagan). w. Arthur Freed. m., Nacio Herb Brown. Robbins Music Corp., cop. 1929 by Metro-Goldwyn-Mayer Corp.

Painting the Clouds With Sunshine (Film: Gold Diggers of Broadway). w. Al Dubin. m., Joe Burke. M. Witmark & Sons, cop. 1929.

Paree (Fifty Million Frenchmen). ., m., Cole Porter. Harms, Inc., pp. 1929.

w., m., Cole Porter, Harms, Inc., cop. 1929.
Romance, w., Edgar Leslie, m., Walter Donaldson. Donaldson, Donglas & Gumble, Inc., cop. 1929. (Successor Pub., Bregman, Vocco &

(Continued next week)

ALL-TIMELY

CARMEN LOMBARDO'S

SAILBOAT IN THE MOONLIGHT

CRAWFORD

YOU CAN'T LOSE A BROKEN HEART

MISSION BELLS and WISHIN' WELLS

BLUE SKIRT WALTZ

MILLS MUSIC, INC. 1619 Brondway New York 19, N. Y.

Saratoga No Longer Playground For Chi-Chi; Pop Prices Key to Biz

The season which ended Saturday (27) at Saratoga has ended the myth that the spa is a playground for society. It's now a foregone conclusion that the hol-polloi have taken over completely and the re-sort will have to run along pop-priced lines if it's to come out

priced lines it its to come out even.

Indicative of the change in the tenor of the town is the engagement of Hildegarde at the Piping Rock club at the beginning of the season. Hildegarde played the spot as the sole entertainer. However, business was extremely spotty, indicating that those the chantoosy draws at the swank spots, such as the Persian Room of the Hotel Plaza, N. Y., where she's the hottest draw the room has, didn't-come to Saratoga this season. Business at that spot picked up immediately with the next show, on Aug. 15, with Joe E. Lewis, Connee Boswell, Raye & Naldi and a line. The spot ended the season in good shape because of the business done the last two weeks.

Another indication that the resort is being supported by those not in the chi-chi set is seen in the fact that the Minsky Carnival

Continued on page 53)

ALLIANCE TO SAMPLE **VAUDE FOR CIRCUIT**

Chicago, Aug. 30.

Chicago, Aug. 30.

Alliance theatres are teeing off vaude policy which may, if successful, be used throughout 98-theatre circuit. Most of the theatres, located in the midwest, are in towns that haven't seen vaude in many years.

First show will be the Roy Acuff package at the Grand, Terre Haute Ind., Sept. 1-2. Same bill will play the Sipe, Kokomo, Ind., Sept. 29, and the New Moon, Vincennes, Ind. Pete Panagos, circuit film booker, also books the talent.

Chauffing Taxicab

The Blue Angel, N. Y., is slated to install shows Sept. 7. Irene Williams, Claude Alphand and Herman Chittson Trio have been booked for the preem show.

Spot cut out acts several weeks ago with the piano team of Eadie and Rack providing the entertainment.

Cleve.'s Vogue Room Drops Acts in Band Try

The Vogue Room of the Hollen-den hotel, Cleveland, has cancelled the booking of acts and will experiment with a "society" band policy. Benny Flelds, who was to have opened Sept. 26, has been cancel-led as a result. He may play the room later if policy doesn't pan out.

ANTOR'S 20G VS. 60%
FOR CHI CONVENTION

Least one month.

ANTOR'S 20G VS. 60%
FOR CHI CONVENTION

Eddie Cantor will get one of the pel also in Rochester, ammer he's been job. at the cafe belt and passengers.

ANTOR'S 20G VS. 60%
FOR CHI CONVENTION

Eddie Cantor will get one of the pel sighest convention and tesalaries in fecent years when he opens at the black of the cafe belt and passengers.

ANTOR'S 20G VS. 60%
FOR CHI CONVENTION

Eddie Cantor will get one of the pel sighest convention and the Colo-seum, Chicago, Sept. 30. Come-lian is signed at \$20,000 for a 10-day stand against 60% of the ross. In addition, convention's promoters will pay for the band and surrounding talent. Included in Cantor's retinue will be Al Rambour and "Prof. Mellonhead" characters on the air, and singer Vickee Richards.

Cantor will precede this stand was originally slated as the Wesson's replacement, but he's been moved to the following show. The Wesson's, Dick and Gene, previously broke up on the Coast labout a year ago.

They're current at the Cafe Lounge, Galveston, which is their last date together.

BLUE ANGEL'S FALL POLICY

The Blue Angel, N. Y., is slat' o install shows Sept. 7. I' illiams, Claude Alphand ar an Chittson Trio have I for the preem show ypot cut out acts with the piar Rack prov'

Texas Chain Sets Louise Massey Lubbock, Texas, Aug. 30. Louise Massey, composer and singer, set for a series of personals on the Wallace circuit in porthwest Texas.

'High Button Shoes' Plus Pic to Test Tab Musical Policy at N. Y. Strand

Copa Caprice, Atlanta,

Copa Caprice Club, shuttered during the summer, reopened its doors Thursday (25) to turnaway business. Night spot, located in Imperial hotel, is under direction of Jimmy Gonzales, leader of his own Latin band.

Featured currently in Henry Grady hotel's Paradise Room are Bill Norvas and the Upstarts, bebop song and dancers, and LeRoy Bros., puppeteers. Howard LeRoy's "society" orch is providing pussic

Providing good draw for Para-dise Room is a radio giveaway show. "Luncheon in Paradise," aired daily over WBGE, with Stan Raymond as emcee.

REDSTONE WOULD SELL

load his cafe holdings in order to concentrate on the operation of his drive-in theatres. Redstone had been negotiating with Lou Walters and E. M. Loew, owners of the Latin Quarter, N. Y., who sold the Boston L.Q. to Redstone five

Walters and Loew decided against returning to Boston especially since the N. Y. bonifaces are currently negotiating to take over Earl Carroll's theatre-restaurant in Hollywood.

Redstone several

Redstone several weeks ago opened a drive-in in the Bronx and is operating similar ventures in Revere and Dedham, both Boston suburbs, and Valley Stream, L. I.

Caprice, Atlanta,
Reopens to Big Biz
Atlanta, Aug. 30.
Caprice Club, shuttered the summer, reopened its hursday (25) to turnaway.
Night spot, located in hotel, is under direction with the film "Task Force" (WB).
Strummure version of legit shows may make their appearances in top vaude houses. Deal for the first Broadway musical to play a vaude house in some years has been set for the Strand theatre, N. Y., starting around Sept. 29.
Button Shoes" to go into that house for four weeks, with two weeks of options, in conjunction with the film "Task Force" (WB).

with the film "Task Force" (WB).
Sixty-minute version will have
the cast which recently wound up
a tour of the N. Y. "subway circuit." Joey Faye, Danny Dayton
and Betty Bonney are the mainstays. Entire company comprises
40 people. Several scenes will be
deleted to fit requirements of the
vauder.

Strand is reported shopping around for other tabloid musicals, since house is working on the assumption that there aren't enough strong bands around to keep grosses profitable. With the nearby Paramount and Capitol competing for the same orchestras, It's felt that it's foolhardly to continue with that policy.

BOSTON L.Q., MAYFAIR
Boston, Aug. 30.
Mickey Redstone, operator of
the Latin Quarter and Mayfair
niteries here, is attempting to unled birth balling in med.

Mayfair
that it's foolhardly to continue with
that policy.
"Shoes" will go into the Strand
at \$12,500, which pars the prices
paid for name bands and surrounding talent. Deals are on with several theatres to break in unit for
the Strand. It's likely that Warners

Continued on page 52)

MAGICO A. J. CANTU KILLED IN CAR MISHAP

A. J. Cantu, who dld a novelty pigeon act, was killed last week while motoring from a date at the Henry Grady hotel, Atlanta, to the Cheat Lake Supper club, Morgantown, W. Va. Full details aren't yet disclosed other than the fact that Cantu was caught in the backwash of the hurricane which hit Florida.

Brother of Cantu lines in the control of the second control of the control o

Brother of Cantu living In Los Angeles was notified, and in turn wired agent Miles Ingalls in New York.



"One of America's Great-est Girl Shows." EARL WILSON,

HAROLD MINSKY Presents

FIRST EDITION of

MINSKY'S FOLLIES

"America's Most Beauti-ful Girls." ARTHUR (CBS) GODFREY.

NEWEST SENSATION OF THE ENTERTAINMENT WORLD

With a Broadway Cast of 30 Top Notch Entertainers Mostly Girls

-Just Closed-

4 Sensational Weeks RILEY'S LAKE HOUSE

SARATOGA, N. Y.

Opening Sept. 2nd (4 WEEKS ENGAGEMENT)

BEVERLY HILLS COUNTRY CLUB

Cincinnati

Followed with: BOWERY, Det. **VOGUE TERRACE, Pitts.**

FOR AVAILABLE DATES-Contact MILES INGALLS, HOTEL ASTOR, New York City

City Slickers' Hot Licks Take Round Haircut Onus Off Sq. Dances

The city slickers are striking back at the country cousins for the introduction of the square dance in metropolitan centres. The urban urchins vacationing in the hinterlands are bringing about a series of changes. The square dance, as is being practiced today in the remote country spots, is a mixture of the rural reels and jitterbugging. General contour of the terp is along established lines, but there are Lindy-hopping embellishments that take this dance form out of the category of relaxation for the oldsters into the classification of violent exercises for youth groups.

Having learned the rudiments of the amount now totals \$25.19 in the canding the country of the same of the amount now totals \$25.19 in the country of the same of the amount now totals \$25.19 in the country of the same of the country of the count

Having learned the rudiments of the backwoods ballets while in the cities, the vacationing kids have superimposed the fancy figures usually cut at the Roseland ball-room on the traditional square

It's now an established fact that the urbanites have taken over compietely. The callers are working more rapidly. The dances are shorter since both the prancers and shorter since both the prancers and the callers need to catch their breath. The callers, incidentally, have been forced to get a wider range of tunes because the number of dances in one night exhausts the standard catalog. The "newer" (Continued on page 51)

Attach Canova Receipts On Omaha Pact Snag

Omaha, Aug. 30.
Comedienne Judy Canova ran into trouble in Omaha Monday night (29). Receipts on her date at the Auditorium were attached by Ak-Sar-Ben, which claimed she ran out too. out on a contract last summer.

Miss Canova denied she knew anything about such a contract.

WELL, OF COURSE

Boniface for \$2,200 Loan

Pittsburgh, Aug. 30. Don Metz, veteran Pittsburgh nightclub owner, filed a judgment note for \$2.200 over the weekend against Fritzi Zivic, former welter-weight boxing champion, and occasional cafe performer, and his wife, Helen.

Metz claims he loaned the Zivics that amount a year and a half ago and that they have disregarded numerous demands for payment. The amount now totals \$2,519, including \$209 interest and \$110 attorney fees. Lately Zivic has been a prizefight promoter.

Dunham Group in Cannes Preps New Paris Show

Cannes, Aug. 23. Dunham and her

Katherine Dunham troupe are continuing their junket roupe are continuing their junket on the continent. Recently they played a benefit at the Bal des Petits Lits Brancs, and last week (16) they performed at the Theatre aux Etoiles, in Cannes. The troupe was hampered by the backless, roofless and cramped stage. They gave a trailer version of their successful Parisian show earlier this year, "Carribean Rhapsody."

Miss Dunham shared the show

year, "Carribean Rhapsody."

Miss Dunham shared the show with the French choral group, The Nine Companions of Song, who were at one time Edith Plaf's partners. Miss Dunham and her troupe are on the Riviera primarily to ready their new show to open at the Theatre de Paris in Paris Oct. 18.

JAY MARSHAL

182-Pop. Town Sees Circus Due to Minn. Snag

Minneapolis, Aug. 30.
Unable to appear in Minnesota at this time because of a state law prohibiting circus appearances during the State Fair, the Al G. Keliy-Miller Bros. circus last week played Houlton, Wis., population 182, across the river from this state.
Incidentally, Houlton is across the river from Stillwater, a Minnesota town with a population of approximately 10,000.

STAGE SHOW SKED IN MPLS. UPBEAT

Minneapolis, Aug. 30.

Stage shows are making a decided comeback here. In a single week, starting Sept. 15, for example, the town will have, simultaneously, the musical comedy, "Brigadoon," at the Lyhave, simultaneously, in the Lycomedy, "Brigadoon," at the Lyceum, legitimate roadshow house; a stage show headed by Edgar Bergen at Radio City, and another Palace vaudeville unit at the RKO-Orpheum. Also, Lena Horne will be winding up a fortnight at Club Carnival.

be winding up a fortnight at Club Carnival.

The competition for live-entertainment patronage is expected to prove "the life of trade" instead of holding down the takings for the offerings individually. Local amusement biz believes that the array of attractions will attract many transients from the surrounding territory to Minneapolis during the 10-day period and that additional interest in shows will be stimulated locally to the advantage of all, the only question being whether amusement purchasing power will be equal to the occasion.

Up until a little more than a month ago the town hadn't had a combination stage-screen show in over a year. Now, by mid-September, it will have had five of them. And legitimate stage shows here are only intermittent.

Too-Quick Rise May Hurt

the RKO Proctor, Newark, debuts its first full weck in that house in years. Adams opener was advanced because of change in films. Proctor's lineup so far includes Proske's Tigers, Ben Yost Vikings, Pat Henning, Fred Sanborn, Doris Patts and Mrs. Waterfall, and Peggy Taylor Trio. Adams so far has lined up Roberts Sisters and White, and Benson & Mann. It will be the first time since revival of the Palace shows that RKO has encountered simultaneous opposition. In towns where there is competition, shows are spaced so that there are never two vauders in the same town. Although the Parapetition, snows are spaced so that there are never two vauders in the same town. Although the Para-mount, Syracuse, a Schine house, is playing eight-acters as is RKO, both of them aren't playing at the same time.

same time.

RKO exces stress that the opposition isn't their prime worry.

Major fear is that a string of poor shows will give the policy a bad name and may consequently kill off hopes of further expansion when the supply of acts has ex-

country.

RKO currently feels that it has the advantage over other houses because of the Palace name and the string of 14 weeks that it now offers plus others that will come up shortly. Circuit is still mulling expansion. With that in its favor, chain thinks it can successfully compete with other houses in both price and quality of the bills.

The RKO road shows comprise acts that have first played the N. Y. Palace. Booking of the Broadway showcase is a pre-requisite before the additional road time is granted. This is dramatically opposite the standard practice of former years when a performer had to go out on the road for as many as 40 weeks before he was considered for the Stem showing.

Expand Interstate Vaude

Expand Interstate Vaude
Dailas. Aug. 30.
Vaude business on the Interstate time, which recently revived vaudeville with a "Palace" policy unit, has been sufficiently encouraging to expand the route of the unit now playing the circuit. Opening date, at the Majestic, Dallas, Aug. 18, for a full week, is reported as strongest house has had in some time. As a result of that stand operators of other circuits are buying this unit after Interstate route is completed.
Additions to the route now include a one-day stand in Pine Bluffs, Ark., 'Oct. 1, and a full week at the Malco theatre, Memphis, Oct. 2. Show is currently in Houston and will continue to San Antonio, starting there Sept. 1; Austin, Sept. 8, for four days; Beaumont, Sept. 13, for two days; Ft. Worth, week of Sept. 16, and Tulsa, Sept. 23.

Fred Kelly to Stage N.Y. Latin Quarter Dances Fred Kelly, brother of filmster

Gene Keily, has been signed to do the dance production for the next the dance production to the leave Latin Quarter, N. Y., show. It's the first time since Lou Walters opened the LQ that Mme. Kame-rova will not be connected with the production.

the production.

The LQ show, which goes into rehearsal this week for a preem in the next couple of weeks, will have as emcee-singer former filmactor Alexander D'Arcy, who will be making his Broadway nitery debut. Deal between the actor and Walters was concluded during boniface's recent visit to Cannes, where D'Arcy has a home.

Others on the show will include.

Others on the show will include Frank Libuse Stuart Morgan Dancers, Mazzone-Abbott Dancers, Gloria Leroy and Ernestine

Columbus Burley House Resumes This Week

Columbus, Oa, Aug. 30.

Gayety, city's only burlesque house, which has been shuttered for the summer, reopens Friday (2). In past years house had opened during state fair week the last of August but delayed this year in order to get a larger share of the spotlight.

Acts will be booked from the eastern wheel, and presented by Jack Kane, whose offices in Youngstown control the local girl show. Jay McGhee, associated with the Kane interests for 20 years, is house manager.

Jack Parker, who until recently did a juggling single, has added a femme partner. New act will be tagged Jack Parker and Doil.



CLINTON HOTEL 10th BRIOW

200 OUTSIDE ROOMS from 12 DAILY

sutiful Air Conditioned Cochtail Loung



CAPITOL, New York "Madame Bovary" opened at the Capitol to the biggest opening day business in seven months-playing to upwards of 12,000 persons. N. Y. Journal-American

Mgt.; MARK J. LEDDY-LEON NEWMAN

Vacationers' Return From Mountains Gives N. Y. Niteries Pre-Season Lift

Cafes in the New York area are continuing on the upswing and it's felt that pickup is due to fact that vacationers are returning to town because of the return of cooler weather. Resumption of the hot spell over the weekend hasn't caused any appreciable pickup in the hill country, and innkeeprs are resigned to fact that the next big crowd, over Labor Day weekend, will be last dip into the tall coin. The mountain and resort bonifaces originally didn't expect a good season because of the scarcity of big spenders. However, the prolonged hot spell made it imperative for many to get out of the

of dig spenders. However, the prolonged hot spell made it imperative for many to get out of the
cities, and consequently resortowners had a month of recordbreaking business. But then business dived.

The returning vacationers, however, started a pickup in nitery
business that's bringing late
August totals more than 15%
above that of last year. This is
business that they would ordinarily
get after Labor Day. Cafe operators anticipate the influx of new
shows will keep attendance up to
the normal September levels at
least.



To Bay City Fair Dates

To Bay City Fair Dates

Detroit, Aug. 30.

Police in this area are continuing their search for Fred and Betty Retter, trouping with "Art Noble's Midget Stars," who vanished early last week shortly after checking out of a Pontiac hotel. The midget couple, both in their middle 30s, ankled for Bay City, where Noble's outfit had an engagement to play the county fair.

Noble asked State Police to search for the pair. He said there had been no ill feeling or quarrel; that the Retters had been with his show about a year, and he had expected them to complete the county fair circuit.

INK SPOTS WHAMMO IN LONDON OPENING

London, Aug. 30.
The Ink Spots opened to smash
biz at the Palladium Monday (29).
Originally booked for three weeks,

DIZ at the Palladium Monday (29).
Originally booked for three weeks, their advance was so big that engagement was extended another week even before they opened.
This is the Negro quartet's second London appearance. They played the Casino for Bernard Delfont last year. Delfont has bought the group for a tour of the provinces. After their opening business in the provinces, Delfont asked, and got, an extension of the tour from the original eight weeks to 16. Gale agency handles them. Also registering big on the Palladium bill are Florence Desmond, who showed a new line of satires which went over exceedingly well, and "Think-a-Drink" Hoffman, who scored with his novel drink-concoctions.

JACKIE KANNON



(That Boy Comic)

Just completed 6 months engagement at:

CLUB GAY HAVEN, DETROIT

And inked for another 6 MONTH PERIOD

IS THAT GOOD?

Thanks to: PETER IODICE and JOHN ANTHONY

ANTHONY, ALLYN AND HODGES

Currently FIFTH WEEK

RADIO CITY MUSIC HALL

Sept. 16-29 MT. ROYAL HOTEL, Montreal CAPITOL, Washington, D. C. Oct. 13

RKO CIRCUIT TOUR Oct. 23

Excl. Mgt.: DAVE JONAS-MATTY ROSEN

City Slickers

numbers include "Casey Jones,"
"Hot Time in the Old Town Tonight," "Seeing Nellie Home" and
others in that genre.
Aside from the Lindy-hopping
sequences, the most apparent
change is in the speed in which
the girls are twirled about. The
turns are about the fastest practiced on standard dance floors and
a femme needs some solid ballast
if she's not to be flung off the
premises. premises

premises.

The old-folks are now reduced to staying on the sidelines or dancing with couples within their own age limits. Occasionally, a belle will get into a young circle. If the males are considerate of her advanced years, she can last out the round, but she slows the session up for the others.

are considerate of her advanced years, she can last out the round, but she slows the session up for the others.

While the a.k.'s are somewhat resentful of the juvenile invasion from the city, operators are extremely grateful. The rustic retreats have never had such tremendous business. In former years, even with a good Saturday night, it didn't pay the boniface to hire a three-piece band. Today, the Saturday nights pack the spot with overflow buying drinks at the bar and taking them outside. If seating space is essential, the drinkers can sip in their cars.

Also in the bonifaces' favor is the fact that weather is virtually immaterial. Since these hinterland hot spots are in isolated places, customers come by car.

Situation is most evident in the Adirondacks in the Lake George, N. Y., area. Within 15 or 20 miles of that resort there's a plenitude of square dance emporia and all of them are doing capacity business with most of the patronage consisting of metropolitan vacationers. Urbanites who find the new type reels too dangerous get a terrific kick just from watching.

Since the spots must draw on the same crowd within the area, it's profitable to hire musicians for Fridays and Saturdays only. Take on those nights is sufficient to support the spot on the slow nights that follow.

K.F Latches on to Callers

K-F Latches on to Callers

Joining the trend of commercial outfits towards showmanship in sparking sales. Kaiser-Frazer is latching on to the square dance craze as a peg for introducing its 1950 auto models. In several key city tests, the company's sponsorship of outdoor country hoofing for the public has already paid off with huge crowds and heavy newspaper publicity.

A mammoth square dance under K-F auspices was held last week on Boston's esplanade with 25,000 in attendance. Company brought in a corn-pone band, with a caller, and arranged for the appearance of several top square dance units to lead the crowds. Company also held competitions among the hick hoofers in various Boston localities. Jack Goldstein, former pub-ad director for David O. Selznick, handled the promotion.

Jack Goldstein, former pub-ad director for David O. Selznick, handled the promotion.

Kaiser-Frazer will spread the square dance bally into a number of other cities, including St. Louis, Seattle, Plitsburgh and Newark under the overall supervision of Les Kaufman, former publicity director for Republic and Universal. Other angles, such as beauty contests, public service safety demonstrations and free rides for hospitalized vets to ball games, are aboleng worked, but the square dance pitch has proved to be the most effective publicity-getter to date.

Goldstein, in fact, is prepping a square dance unit of eight hoofers plus a caller for a vaude tour. He's currently dickering with Schwartz, RKO theatre vice-prexy, for an appearance at the Palace, N.Y., and other RKO vaude houses.

Joev Bishop, current at Latin Quarter, N. Y., pacted for Copley Plaza, Boston, Oct. 12.

"Cardini, Easily the Best of the Sleight-of-Handers." ABEL, VARIETY MARCH 9th, 1949

WM. MORRIS AGENCY

Rosenbloom, Lewis to Try N. Y. Edition Of Slapsie Maxie's on Embassy Site

Mary Hatcher Fills Week Owed in Pitt

Week Owed in Pitt
Pittsburgh, Aug. 30.
Mary Hatcher, who owes the
Copa a week, picked herself a
good time to fill it. She comes into
Lenny Litman's club Sept. 26,
same day her husband, Herky
Styles, opens a few miles out on
the highway at Vogue Terrace with
Benny Goodman's band.
Several months ago, while Goodman was doing some one-niters in
the territory, Miss Hatcher, then
honeymooning with Styles, did two
nights for Litman when his star
that week, Harry Bellafonte, came
down with a bad throat. On
strength of her click on the briefie.
Copa signed her to head its show
a fortnight later.

THREE CHARGED WITH PHILLY CAFE RACKET

PHILLY CAFE RACKET

Philadelphia. Aug. 30.
Three men charged with attempting to shake down the owners of the Tabu Club were held for further hearing, while police extended investigations to determine if a new protection cacket was being worker up for cafes here.

The trio, Ettare De Grascio, John Lauletta and Ernest DiBiase, all of South Philadelphia, were accused of smashing mirrors and other furnishings in the Tabu, following alleged unsuccessful attempts to get money from proprietors Stanley Schwartz and Irving Perper.

Similar rowdy incidents in at least three other mid-city bars were charged against the three by police. Marty Collins, club watchman, alleged he was threatened with a knife before the vandalism started. According to detectives, the same men had asked Perper eight months ago to put them on the payroll for "protection," threatening otherwise to "bring in tough boys and chew up the place."

Slapsie Maxie Rosenbloom and Sammy Lewis are negotiating for the defunct Embassy club, N. Y. Deal is expected to be finalized latter part of the week, when Lewis returns from the Coast. Spot would be known as Slapsie Maxie's and be patterned after the defunct nitery of that name on the Coast, which at various times was owned by both Rosenbloom and Lewis.

Lewis.

Sam Marcus, current owner of the Embassy, is asking \$50,000 for the property. Corporate plans between Rosenbloom and Lewis call for each to put up close to \$15,000 each, out of which a down payment on the cafe would be made and an operating fund set up after alterations are completed. Balance of the purchase price would be paid over a period of years.

Romodeling would include two

Remodeling would include two stages, with initial show comprising Patti Moore and Ben Lessy former is Mrs. Sammy Lewis), who open tonight (Wed.) at Ciro's, Hollywood. Tentative opening is

who open tonight (Wed.) at Ciro's, Hollywood. Tentative opening is set for Oct. 1.

The Embassy was originally started by Bill Miller, who now operates the Riviera, Ft. Lee, N. J.
Marcus was interested financially in the spot and took over shortly after Miller acquired the Riviera. Last season, spot was fronted by Jerry Gerardo, and folded after a bad season. bad season.





Just Concluded Engagements at: Paramount New York (4 Weeks) Henry Grady Hotel, Atlanta, Ga. (2 Weeks) Town Casino, Buffalo, New York (2 Weeks) Chicago, Chicago (2 Weeks) Latin Quarter, Boston (2 Weeks) Capitol, Washington, D. C. (1 Week) Palmer House, Chicago (6 Weeks)

Currently:

RADIO CITY MUSIC HALL

Beverly Hills Country Club, Newport, Ky., to follow and return engagement at the Paramount, New York, in November.

Personal Management: SAM TISHMAN and MILTON BERGER 701 Seventh Avenue, New York 19, N. Y. Telephone: Circle 5-4587

Night Club Reviews

Chez Paree, Chi

Chicago, Aug. 26.
Danny Thomas, Fran Warren
Giuger Kinney, Chez Parce Ador
ables (10), Al Wallis, Cec David
son Orch; \$3.50 minimum, \$1

Tables on the dancefloor, ropes up and mobs of people in holiday dress go hand-in-hand with a Danny Thomas opening at the Chez. Place hearn't seen such activity in months, and eibow room will remain at a premium during Thomas' six-week stay. Ability to achieve intimacy and get audience hanging on his every phrase has paid off with big returns for the comic. Despite length of show, pace is kept lively with terrif production numbers, "My Ship Has Sailed" and "Scheherazade." both colorful and lavish, plus fast twirling of terper Ginger Kinney and vocaling of Victor recording artist Fran Warren. Both Miss Warren and Miss Kinney are doing a first at the Chez and each accomplished the tough job of quieting a first and the Chez and each accomplished the tough job of quieting a first and the Chez and each accomplished the tough job of quieting a first and the Chez and each accomplished the tough job of quieting a first and the Chez and each accomplished the tough job of quieting a first and the Chez and each accomplished the tough job of quieting a first and the Chez and each accomplished the tough job of quieting a first and the Chez and each accomplished the tough job of quieting a first and the Chez and each accomplished the tough job of quieting a first and the Chez and each accomplished the tough job of quieting a first and the chez and a facial expressions embellish her rapid footwork.

work.
Miss Warren could have had rough going, trying to hold the ringsiders on two slow ones. "Over the Rainbow" and "Temptation." but feat was achieved with little difficulty. Latter, sung to drum accompaniment only, showcases gal's ability both vocally and in projection. And she got rapt atten-

NAOMI

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Montreal Sept. 14th.

III., Sept. 21st.

tion of payees with "Wonderful Guy" and "This Is Where Love Walked Out," bowing off to solid appliance

walked Out," bowing off to solid applause.

Thomas' knack of mixing everyday experiences, human frailties and underdog stories with bits of nostalgia — all leading to bellylaughs—had seatholders begging for more after 55-minute solo stint. Parody to "South Pacific," backed by Walter Popp at keyboard and called "North Atlantic," exhibits clever songs, stories and twists, particularly his "Bali Hai" takeoff, "Al' Va'i." Guy's definitely got the touch when it comes to story-telling, timing and an endless reservoir of fresh material.

Cee Davidson continues to showback in first-rate manner, with Al Wallis' vocals backing the elaborate production numbers. Greg.

Versailles, N. Y.
Jon & Sondra Steele, Bob Grant
rch, Panchito's Rhumba Band; Orch, Panchito \$3.50 minimum.

Jon and Sondra Steele have been around the cafes for years, and they're an entertaining husband-wife harmonizing team for a summer booking at the Versailles. They're not in the usual chi-chi idiom for the eastside nitery, which caters considerably to the European colony with its bookings, but then again neither are the summer patrons at the Versailles distinctly in the same category. Which makes them a big click with the visitors from out-of-town. Jon Steele is a planist-singer, with his mate supplying the personality at the mike. They do pops and novelties, with their best being "Dry Bones" rather than "My Happiness." by which they're probably best known through their litt disk of that name.

They're the only act on the bill, being backed excellently by the Bob Grant band.

Flamingo Sets Dot Shay Las Vegas, Aug. 30.

Dorothy Shay opens a two-week stand at the Flamingo here open-ing Oct. 20. She's now at the Mark Hopkins.

in Frisco, and goes to the Cocoanut Grove, L. A., next month.

Completely DIFFERENT

ONLY SHOW OF IT'S KIND

Now Internationally

Famous

Bop City, N. Y.

Louis Armstrong Orch (6) with Velma Middleton; George Shear-ing Orch (5), The Treniers (6); \$1.50 minimum; 98c. general admission.

Bearding the bopophiles in their own den, Louis Armstrong is knocking over the flatted-fifth iraces and firmly planting the banner of New Orleans over Bop City. Armstrong, has come back to Broadway in top form with a fine supporting combo to reassert jain its classic, hot, four-to-the-bar torm. Even the confirmed bop addicts, who consider ragtime to be prehistoric, don't cavil at paying tribute to the wham jazz man. The phenomenal standup biz at this bop emporium, despite the witting temperatures since Thursday night's (25) preem, is additional evidence of Satchmo's supremacy. No other attraction at Bop City has come close to packing this spot so solidly and steadily in all sectors from the ringside tables to the leftfield bleachers, where the juves are massed standing to the wall.

Armstrong is currently being backed by a topnotch group of sidemen, most of whom also have a legendary aura around them. The combo comprises Jack Teagarden on trombone, Earl "Father" Hines on piano. Barney Bigard on clarinet, Cozy Cole on drums, and a standout young bass, Avreil Shaw. Velma Middleton is the fenume vocalist and does a firstrate job on a repertory of bluesylindigo numbers.

On stage for 45 minutes five times nightly, the Armstrong unit is delivering a huge catalog of standard jazz numbers, with virtualiv a new show at every appearance. Armstrong, of course, beats out his gravel-voiced slide-toned Louis A Bearding the bopophiles in their

standard jazz numbers, with virtually a new show at every appearance. Armstrong, of course, beats out his gravel-voiced slide-toned vocals on such faves as "Shadrack" and "As the Saints Go Marching By," among others, and duets with Miss Middleton and Teagarden on a flock of others. Each of the sidemen also takes long solo licks in a rotating sequence, all delivering superlatively. Armstrong's trumpeting, after spanning nearly four decades of jazz history, still pours out with incomparable drive and melodic inventiveness that surpasses mere virtuoso technique. And "Ole Satchmo," to top it all, is a natu-

inventiveness that surpasses mere virtuoso technique. And "Ole Satchmo," to top it all, is a natural showman with an irresistible personality on the bandstand. In a radically different style, George Shearing's quintet is dishing up an unusual mix of bop and classic. Britain's contribution to "progressive music," Shearing is an accomplished planist with an intricate and intense style of playing. He has a well-matched combo, comprising Margie Hyams on vibes. Chuck Wayne on gultar, benzil Best on drums and John Levy on bass.

In the more frantic antic style

Levy on bass.

In the more frantic antic style of bop, the Treniers run a nonstop race of solo riffs. Group, which includes an instrumental quartet with two vocalists, have a wild and woolly attack. Herm,

Empire Room, Chi

PALMER HOUSE)

Ja.et Blair and Blackburn
Twins. Maria Neglia, Sid Stone,
Merriel Abbott Dancers (10), Eddie O'Neal Orch; \$3.50 minimum,
\$1 corer.

Talent-packed bill goes over strongly, headed by Janet Blair and the Blackburn Twins.

Miss Blair and the Blackburns, in closing slot, have the boys exhibit their terping and vocaling in their mirror bit of precision dancing before bringing on Miss Blair. Gowned in a flaming red, sequined dress, Miss Blair pipes "Comme Cl, Comme Ca," with dramatic comedy gab about Charles Boyer interspersed. Trio combine their song and dance efforts in "Fine Romance," a clever twist on "Baby, It's Cold Outside," and encore with "Our Father Played the Palace." Latter needs polishing but is good showcase for their fresh appeal and versatility. Act's debut in the hotel circuit rated kudos from ringsiders, and they deserved them.

Maria Neglia, 18-year-old violinist, aithough new in cafe circles,

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does her second engagement at the Palmer House a month after first appearing here. Youngster has the poise and know-how, plus plenty of talent, and keeps aud in palm of her hand during deft fiddling of "Fiddle Faddle," "Happy Doll," "Merry Polka" and "Second Canary Song," Encore, that of rendering Italian songs while strolling from table to table, garners hefty plaudits. Gal's facial expressions, subtle musical kidding and ability make her a surefire attraction.

Pitchman Sid Stone, complete

fire attraction.

Pitchman Sid Stone. complete with derby, cigar and suitcase stand, sells his wares in same manner as pitching commercial via his Texaco video show for generous sprinkling of guffaws. Stone's short bit is good balance for show. Merriel Abbott Dancers smoothly execute their single production number. "Coral and Jade." routine being in the running for four straight months. Eddie O'Neat showbacks capably, also handling entee chores.

Flame Room, Mpls. (HOTEL RADISSON)

Minneapolis, Aug. 27. Georgie Gobel, Irving Winslow rch (7); \$2.50 minimum.

Georgie Gobei has a quiet, seemingly effortless, natural and casual sort of style that quickly puts him on intimate, friendly terms with the guests and suits this small, the guests and suits this small, swanky room and the carriage trade attracted here. It's the second engagement for the comedian in this spot, and his spotlessly clean material (a must here), his unswerving adherence to good taste, his unobtrusive manner and polite approach and youthful appearance again contribute to his local success.

Gobel telis stories well (some of

local success.

Gobel telis stories well (some of them old), handling dialects skilfully, gets much more out of his monolog than the material merits, and sings his amusing numbers in a way that wins much favor. His only prop is a mandolin on which e accompanies hinself. The results of his efforts are plenty of chuckles, several hearty laughs and, in toto, a pleasant entertainment interlude.

Dry humor marks his recital

ment interlude.

Dry humor marks his recital about an encounter with his insurance company after the loss of automobile hub caps. Among his ribtickling songs are ones about building a home where no mother-in-law will be lianging around, a hillbilly and a yodeler. There are stories of a man who dug his own grave, abetted by a drunk, a hysterical

foreigner demanding the appearance of the president of a shuttered bank and then turning out to be a non-depositor, and a volunteer B-17 pilot who passes out propaganda handbills, house to house to the enemy, instead of dropping them.

them.

Locally recruited, the Irving Winslow orch, opening here with Gobel, is adequate for guest dangering and the show. Room about two-thirds full for dinner show on show on Room about two Rooms and the show on the show of the show weekday.

Strand's Legit Continued from page 49

will shuttle "Shoes" around some

of its stageshow houses, notably the Earle, Philadelphia, after the Strand date. The Strand has hired Sherman

Marks as house producer. Strand has been without a house producer

nas been without a house producer since Leo Morgan left several months ago to go to the William Morris agency television dept.

The Strand reopens Friday (2) with the Xavier Cugat band on stage and "White Heat" (WB). Theatre chose the band to preen the house's reopening to stage-shows, following attempt at straight prictures, in order to try to laws. pictures, in order to try to lure back its old patronage.

back its old patronage.

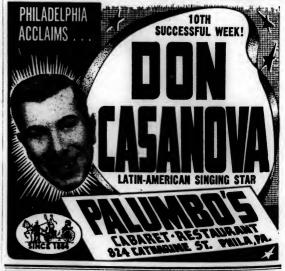
With the booking of "Shoes" it's been stipulated that Joey Faye may leave the company if show's producers. Joseph Kipness and Monte Proser, need him for the Coast company. If that occurs, Faye's place will be taken by Dayton, who in turn would be replaced by Vini Faye. Joey's brother, who is the company's stage manager. company's stage manager

Tony Martin does a one-day stand at York (Pa.) Fair, Sept. 14.



Drumsticks'
N. 'Y. Post, anys, "EXCELLENT"
E. W.
Billboard, says, "AS GOOD AS EYES
BILL Sull Sull
AND AS A "ARTISTRY"—GIL VARIETY says, "ARTISTRY"— N. Y. World Telegram, says, WITTY SINGLE"—1

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Hollywood

Owner and Producer GENERAL MOTORS BLDG., 1775 BROADWAY, N. Y. C.

Skating Vanities just returned from Europe where they played to 675,000 people in 12 weeks—in Paris, Zurich and London.

Skating Vanities opens with the new 8th edition in

Starts American tour in Chicago Stadium, Chicago,

HAROLD STEINMAN

Minn. State Fair Okays Gypola

Minneapolis, Aug. 30,
Except to eliminate one line from
the dialog, about a girl who worked
for \$75 a week and sent \$100 home,
the Minnesota State Fair censorship committee cleared the Gypsy
flose Lee girl show on the midway.
The committee, however, refused
to approve the "front" of the
"Dream Show" by her husband, Julio de Diego, Spanish artist. As a
consequence, although the committee found no objection to the show
itself, De Diego refused to open it.
It all resulted in considerable
front-page newspaper publicity, on
which De Diego refused to capitalize by opening the show, and a protest to the Fair board from the local branch of Artists Equity.
The De Diego "front" which the

test to the Fair board from the local branch of Artists Equity.

The De Diego "front" which the Fair committee won't sanction comprises a surrealistic nural that De Diego himself painted, and it depicts practically nude women in a whitish haze and with greenish heads which the Minneapolis Morning Tribune, giving the story a front-page play, said "might be the heads of cows, horses or dragons—no one seemed sure." On Fair committee orders, De Diego covered his mural with uncensorable maroon-and-yellow striped canvas. The show itself, according to the Tribune, consists of distorted mirrored reflections of pretty girls and "purports to portray Freudian interpretations of dreams."

"Poof," De Diego was quoted in the Tribune, "what do these people know about art? What do they know about surrealism? And, for that matter, what do they know about freud?"

Rallying to De Diego's "defense,"
Equity sent a petition to the Fair

about Freud?"
Rallying to De Diego's "defense,"
Equity sent a petition to the Fair
Board, signed by its members here
and protesting against the treatment of his art. It also employed psychiatrists to inspect his

THE LANGS



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MONTREAL WALKATHON FOLDS IN DOPE SNARL

Montreal, Aug. 30.

Montreal, Aug. 30.
Walkathon speed derby at Verdun auditorium, promoted by Ray
Passo of Hollywood, closed Sunday
(28) after pressure (28) after pressure had been brought by church and civic of-

Action to close derby was taken after arrest of four women contestants for illegal possession of narcotics drugs and after police investigated case of 16-year-old boy said to have smoked marijuana cigaret allegedly given him by one of performers in troupe.

Saranac Lake

By Happy Benway

By Happy Benway
Saranac, N. Y.. Aug. 30.
Frank Revoir, executive of radio station WAGE, Syracuse, and Lawrence Skiddy, sports editor of Syracuse Herald, in for a bedside chat with Sam LaBalbo.
Staffers of the Richmond Neighborhood Theatres Corp. will be glad to note that Ruth Wood beat out a major operation and now is able to greet visitors at her bedside.

out a major operation and now is able to greet visitors at her bed-side.

John C. Hearns, RKO theatre manager from N. Y., in to bedside with Delphin Streder, who is showing marked progress.

The Joe Nolans motored in from N. Y. for two-week vacation to be by the bedside of their son, John (IATSE) Nolan, who is showing a definite improvement.

Eddie (Hurst &) Vogt deserves bows for his energy. He did a bit here a long time ago but now holds down the following responsible positions; headman of the Variety Clubs' hospital research laboratory, assistant to Dr. William Stern in the Xray department, editor of Study & Craft Guild News, has a daily column in local newspaper, and emcees at intervals. He takes a little time out for meals.

Carl Theen (Warner Bros.) and frau in to ogle the institution and chat with Ted Caumont, who now enjoys all privileges.

A real cheer-upper are the regular visits of Charles "Chick" Lewis, Variety Clubs' hospital executive. His personal greetings to every patient pack a wallop of real mental tonic.

Sig Mealy, who is still doing time in our infirmary, got a real

tal tonic.

Sig Mealy, who is still doing time in our infirmary, got a real thrill from the visit of Noyes and Rose Tillotson, who planed in from

Rose Tillotson, who planed in from Seattle.

Rose Poland, of Fabian theatre, Troy, ended a three-month observation period and left here for home with an all-clear.

After a six-month period of rest and observation, Andrew Rutledge, Warner cameraman, left for N. Y. He will continue a rest routine there.

Jeanette Binkley, accompanied by B. R. Trimble, shot in from Lancaster, Pa., to milt and greet the gang here and chat with Forrest "Slim" Glenn.

(Write to those who are ill).

Ruban Bleu Reopening

Ruban Bieu Reopening
Ruban Bleu. N. Y.. reopens for
the season next Wednesday (7)
with a bill comprising Bibi Osterwald, Paula Drake, Michael Brown,
King Odum Quartet and Norman
Paris Trio.
Spot has been given a new decor,
that of an outdoor terrace.

LINDSAY LOVELY LADIES

CURRENTLY APPEARING:

Unit 1, ALPINE VILLAGE, Cleveland, 40th week Unit 2, BEVERLY HILLS COUNTRY CLUB, Newport, Ky., 26th wk.

Unit 3, CHEZ AMI, Buffalo, 28th week
Unit 4, HOLLYWOOD COUNTRY CLUB, Birmingham, Ala.
Unit 5, OPENING FLAMINGO HOTEL, Las Vegas, Sept. 8

CECIL LINDSAY 1237 Beacen Avent Cincinneti, Ohio

Chereography by:

Saratoga

stakes were not as high as in previous years.

Saratoga Spgs. N. Y., Aug. 30.

Saratoga confounded the dopesters by finishing the annual racing season Saturday (26) with track attendance less than 1% below the 1948 figures and the betting handle 7% off last year's pace. Final day admission figures of 22,448 topped same day in 1948 by more than 2,500, total being the best since 1946.

Total paid admissions for 24-day meeting reached 321,731, compared with 325,460 last year. Officials of the Saratoga Racing Assn. were jubilant, pointing out that at most tracks attendance was off more than 5% from the 1948 count. Decline in mutuel betting, which reached \$16,614,085 for the session, was 6.7%.

Midwest Vaude Dates

Chicago, Aug. 30.

Paul Sanders joins Billboard Attractions in the small unit department. Marie Lawler repacted for the fourth time in year and half at the Paxime, Des Moines, Sept. 1... Randy Brown and the Four Chords into Blackhawk Sept. 7... MCA takes over booking of Dorothy Claire, with personal management remaining with Tweet Hogan ... Willie Shore moves into Canada with date Sept. 1 at Chez Maurice, Montreal ... Larry Ross

willie shore moves into Canada with date Sept. 1 at Chez Maurice, Montreal Larry Ross and Jimmy Nelson do a quick repeat at the Casino, Sept. 2 . . . Lou Cohan takes over booking of National theatre, Louisville . . . Vera Love and Vensell Sisters replace Lorraine Fortune and Perry Franks & Janyce at Vine Gardens this week.

Sadie Jacobs and Sunny Burnett leave Ed Newberry office Oct. 1 to form new agency . Alan Young into Fox, Detroit, Sept. 9 . Corn Palace Show. Mitchell, S. D., set Bob Crosby and Skitch Henderson orchs, Monica Lewis, Johnny Morgan, Clifford Guest, Billy Wells and the Four Fays, and Johnny Mack for week of Sept. 18.

Atlantic City Hits Peak Business With Big Assist From Weather

Formby Unit Pacted For Canadian Tour

Montreal, Aug. 30. Comedian George Formby opens his first trans-Canada tour Oct. 6 with a two-night stand at the For-

He'll head up a six-act bill consisting of Robert Harbin, illusionist; Cynthia and Gladys, balancing act; Gus Brox and Myrna; Alan Clive, minic; Medlock and Marlowe, comedy acro dancers and the Humoresques quartet.

CHICAGO THEATRE WINS DANNY KAYE AT 25G

Chicago, Aug. 30.

After minor scrimmage between the Oriental and Chicago theatres for Danny Kave, comedian is set for the week of Oct. 7 at the Balaban & Katz flagship for \$25,000 and a split above \$60,000. Oriental and a spin above \$00,000. Oriental offered the same terms, but would not give the star right to pick film to back stage show, which he is getting from B&K. Kaye will pay cost of the supporting acts, estimated at about \$5,000.

mated at about \$5,000.

Actor played the house for two weeks in 1946 in conjunction with its 25th anni. First week hit \$89,500 with straight 98c admish. However, as yet, management is sticking to early-bird price before noon of 60c, making the above figure almost impossible to top.

Fine weekend weather for the next to last big weekend of season here again boosted the crowds. Finale comes this week when the two-day holiday will be made a three-dayer as Labor Day is cele-

brated.

Good weekend weather next week would make it 100% perfect weekend weather for South Jersey resorts. Resort got break in that both hurricanes missed city. Amusement people bemoaning closuring of Naval Air base at Pomona with its \$9,000,000 annual payroll, most of it spent in the city. Station to close Nov. 1, according to latest here from Washington.

All amusement husiness did tons

All amusement business did tops Saturday and Sunday. A total of 22,161 was reported at A. C. track. Town packed with cars parked bumper to bumper throughout its

area.

Pageant with selection of Miss America to take place next week with Boardwalk parade Tuesday as top day event and judging to take place in Convention hall four nights starting #ednesday and concluding Saturday. Bob Russell is back as emcee.

Minn. Fair's Record

Minneapolis, Aug. 30.

Minnesota State Fair set an opening-day attendance Saturday (28) when 74,924 persons passed through the turnstiles.

Indications are that last year's attendance of approximately 1,000,-000 for the 10-day exposition will be exceeded currently.





Currently CAPITOL THEATRE, New York

Just Concluded 4 Successful Weeks at the COPACABANA, New York

Thanks to HARRY ROMM, DANNY WELKES, HENRY GINE Direction M.C.A.

400G Gross for O&J at Toronto Expo; **Record Crowds at Ottawa Exhibition**

HOUSE REVIEWS

Toronto, Aug. -... Chief importance of the Olsen & Chief importance of the Olsen & Johnson grandstand show at the Canadian National Exhibition is that it will gross close to \$400,000 for the 14 performances, and that this amount is already in the kitty. This is a 10% tilt on last year's terrific \$360,000 garnered here by the comics for a similar chore.

Advance sale, launched a fort-Advance sale, launched a fortnight before the opening, was such
that this had to be called off days
before the exhibition Itself opened,
and it also meant disappointment
to thousands of mail-order applicants whose money had to be returned. Such was the frantic buying chaos that quarter-page ads
had to be taken in the dailies exhabiling why there were no more had to be taken in the dallies ex-plaining why there were no more seats for advance sale but that 1,000 up in the 75c. section have been held back each night in an attempt to take care of out-of-

Olsen & Johnson production of "Grandstand Gayeties," with Olsen. & Johnson, Marty May, Gloria Gilbert, June Johnson, Berry Bros., The Dunhills, J. C. Olsen, Wallace Siebert, Ernest Adams, Patricia Wells, Bill Hays, Jack Joyce, Pat Moran, Nina Virella, Helen Magna, Russ Sobey, Billy Kay, Maurice Millard, Frank Harty.

Staged and directed by Leon

Staged and directed by Leon Leonidoff: dances by Robert Sidney; settings by Albert Johnson; costumes by Billy Livingstone; musical director, Joseph Litau. At the Canadian National Exhibition, Toronto. August 27; \$2 top.

towners. These are quickly snapped up nightly as soon as they go on sale. Reported scalp-ers are getting \$5 and \$10 for \$2

(Notable, too, that advance b.o. take included \$63,000 in American bills, this indicating the O&J pulling power along the adjacent ing power alo American side.)

American side.)

Apart from these b.o. figures, the O&J extravaganza before the packed 21,000-seat grandstand follows the O&J formula, except that, owing to puritan pressure followlows the O&J formula, except that, owing to puritan pressure following last year's O&J performance here, the zanies have sandpapered a lot of what certain local bluenoses believed to be rough edges.

True, this form of stage censor-ship hampers and hurts, but O&J still have lots of back-file comedy material and, this year, have con-centrated on more flash and pro-duction numbers; and while artisti-cally curbed by civic censorship,

cally curbed by civic censorship, the two comics can console themselves with that \$400,000 gross.

With a short rehearsal 10-day period, the two naturally have thrown a number of their recent Madison Square Garden acts into the "C.N.E. Grandstand Gayeties" (sic) but other fine talent has also been included, plus the 96 girls and 48 boys for precision, ballet and chorai groups. Joseph Litau conducts the 60-plece pit orch.

orch.

Apart from the traditional gunfre, swarms of stooges and scrambling midgets, the big production numbers are eye-filling in conception and truly gorgeous in costuming. Here, Leon Leonidoff as producer, and Bob Sidney as dance director, have used mass movements on varying stage ievels that had the opening night audience roaring its approval.

Notable are the minstrel opening, the big Spanish flesta number, the truly beautiful ballet interpretation of Ravel's "Bolero." Full use of further staging possibilities hinges on a wedding party (with

binges on a wedding party (with June Johnson as the bride) and the dramatic arrival of a helicopter to take the two on a trans-Canada honeymoon. It's a seasonal mixup, ranging from skating scenes in Quebec to fox-hunting in Ontario to harvesting in Saskatchby the enthusiastic audi-

Whole 135-minute extravaganza (no intermission is a credit to all connected with it.

Sid Caesar's Chi Date

Comedian Sid Caesar is set for the Chicago theatre, Chicago, for two weeks starting Sept. 9. Caesar closed last week at the Roxy, N. Y.

By JOHN GORMLEY
Ottawa, Aug. 30.
Drenching rains did not prevent
new attendance records being set
at the 1949 Central Canada Exhibition, which closed last night after
a week's run at Lansdowne Park in
the Canadian capital. But the rain
did keep the new records from
being as high as they probably
would have been with dry weather.
Total attendance for the week

week's total.

Herb McElroy declared more room will have to be found for next year's show. There were more exhibits, but they lacked originality. The agricultural end of the CCE was okay but held down by the attraction of forth-coming winter fairs, mainly To-

down by the attraction of torun-coming winter fairs, mainly To-ronto's Royal.

Customers came to see three items: Frank Bergen's midway, "World of Mirth": George Hamid's boff grandstand show, and Tommy Dorsey's orchestra. Those items sold the CCE and maintained it while it ran.

Thirty-two rides and 22 shows made up "World of Mirth."

New items in the Bergen outfit included a well-equipped children's section with a miniature roiler coaster. New on the midway was Nat Mercys "Vanities," plus some new faces in "Doc" Kahn's motorcade. Last year's "world's largest horse" faced directly across the lane a tent with "world's smallest horses," new to the "W. of M." Bergen has also replaced former neon lighting on fronts and rides with what he claims are cheaper, easier-to-handle fluorescents.

Midway got plenty newspaper space locally, mainly through the organization of Richmond Cox, Spartanburg, W. Va., army captain and former reporter, doing Bergen's flacking.

organization of Richmond Cox, Spartanburg, W. Va., army captain and former reporter, doing Bergen's flacking.

About the only familiar item in the Hamid grandstand show was the presence of Lee Barton Evans as g.m. of the show, and even he had to turn over his m.c. stint to Ted Grant because of a foot allment which had him hospitalized before reaching Ottawa. Evans crew included Joe Bowers as stage mgr., Glen Childers on lights and Jack Glickman batoning the thocal Governor General's Foot Guards band in the pit.

Matinee and evening programs differed slightly. Afternoon callsheet histed Josh Kitchen's mules, horses and chimps: Rosales Sisters (from South America), perchact; Johnny Welde's comedy bears; Sam Linfield and his Krazy Scouts (5) in comedy aero., Three Barretts, 80-feet high on a trapeze; Linon, tramp on rope; Kirk's comedy dogs; Dynamic Partners, in acrotumbling; The Harstons (5), teeterboard, and Les Kinnis (2), in a high act. The evening show added the 20-girl 'Gold Rush Foliles' line; Paul Kohler, xylophone Great Athos, finger balancer; Three Rays, sister acro-comedy: Ben Yost Singers (6), and the vet vaude turn, Leonard Gauthier's Bricklayers.

As usual, the Hamid show, both afternoon and avening the second

Bricklayers.
As usual, the Hamid show, both

vaude turn. Leonard Gauthier's Bricklayers.

As usual, the Hamid show, both afternoon and evening, was toprung material, offered at \$1.50 top for the late show, 50c. in the afternoon. New idea in outdoor scenery was attempted, using three-sided sets, changing scenery by a one-third twist of each set. Done inside often, it got a good test on the outdoor platform at CCE and operated smoothly. New experience for the local grandstand was seeing a show in a down-pour. Twice it happened, each time the show went on, wet and uncomfortable, but determined.

Dorsey appeared twice each day, between 4 and 5 p.m., on the bandstand, where since the CCE began a military band had held forth, and again between 9 and midnight on a special stand and dancefloor constructed on the bank of the Rideau Canal, which runs heside Lansdowne Park. Dorsey drew capacity crowds each day and rang up a total of 21,000 dancing admissions for the six nights, at 25c. to get in, 25c. a dance. Dorsey fans found it an unusual experience to hear the trombone-and-spectacles ind took to the rhythm of dieselengines, gravel-voiced barkers and screaning sirens from shows and rides.

CCE itself did some work to make this year's exhibit the best Dorsey appeared twice each day between 4 and 5 p.m., on the bandstand, where since the CCE began a military band had held forth, and again between 9 and midnight on a special stand and dancefloor constructed on the bank of the "Mola." "Indian Love Call" and Rideau Canal, which runs heside Lansdown Park Dorsey drew capacity crowds each day and rang up a total of 21,000 dancing admissions for the six nights, at 25c. to get in, 25c. a dance. Dorsey fams found it an unusual experience to hear the trombone-and-spectacles iad toot to the rhythm of diese engines, gravel-voiced barkers and screaming sirens from shows and rides.

CCE itself did some work to make this year's exhibit the pest in 25c. a special stand down work to make this year's exhibit the pest in 25c. a special stand and dancefloor constructed to the repetition apparently work to the six nights, at 25c. to get in, 25c. a dance. Dorsey fams found it an unusual experience to hear the trombone-and-spectacles in down to the trombone-and spectacles in the trombone and spectacles in the

ever. More than \$400,000 was spent on improving the buildings and \$40,000 on the roads in the park. Fluorescent lighting was installed in all exhibit buildings. Royal Canadlan Air Force band followed the Dorsey crew on the bandstand at 5 and played for an hour, spelled Friday (26 by the band of the Royal Canadian Mounted Police. First concert on Mon. (22), which was children's day, was given by the 12-piece band from Bob Hermine's midget show.

show. Livestock competitions

the 1949 Central Canada Exhibition, which closed last night after week's run at Lansdowne Park in he Canadian capital. But the rain lid keep the new records from he Canadian capital. But the rain lid keep the new records from he Canadian capital. But the rain lid keep the new records from he Canadian capital. But the rain lid keep the new records from he Canadian capital. But the rain lid keep the new records from he Canadian capital. But the rain lid keep the new records from he Canadian capital but the rain lid keep the new records from he Canadian capital but the rain lid keep the new records from he Canadian capital but the rain lid keep the new records from he Canadian capital but the rain lid keep the new records from he Canadian capital but the rain lid keep the new records from he Canadian capital but the rain lid keep the new records from he Canadian capital but the rain lid keep the new records from he Canadian capital but the rain lid keep the new records from he Canadian capital but the rain lid keep the new records from he Canadian capital but the rain lid keep the new records from he Canadian capital but the rain lid keep the new records from he Canadian capital but the rain lid keep the new records from he Canadian capital but the rain lid keep the new records from he Canadian capital but the rain lid keep the new records from he canadian demonstration of the Wuritzer electric organ in a rock garden in the foral building. Innovation was and vegetables filled the horticulural demonstration of the Wuritzer electric organ in a rock garden in the foral building

Radio City, Mpls.

Minneapolis, Aug. 27.
Ted Weems Orch (13) with
Russ Carter & Elmo Tanner, Bob
Crosby with Virginia Maxey, 3
Stooges, Penny Edwards; "Africa
Screams" (UA).

This stage-screen presentation, aimost ail down the line, seems aimost all down the line, seems made to order for the youngster trade, what with its abundance of slapstick and other comedy. And the enthusiastic Juvenile trade, much in evidence among the near-capacity audience for the first of four shows at 1:50 p.m. on opening day, a hot Friday, surely whooped it up noisily with high-voltage whistling, as well as other approval demonstrations. But the presentation still also holds plenty of adult appeal by reason of its diverse and quality entertainment. Bob Crosby, the 3 Stooges and Ted Weems top the bill.

Tuneful swing, for the most part, emanates from the four brass, four saxes and four rhythm comprising the Weems lineup. Crosby, working through the entire show, shares the emeecing with Weems, and both handle their assignments expertly. The band sets a lively mood with its opener, "Rose Room," after which its good-looking vocalist, Russ Carter, does well enough by "Ball Hai."

Crosby sings of various famous brothers, including his own clan, in a clever ditty, "B.O.F.B." Then animated Penny Edwards, a looker, like others in this and most other shows these days, also taps the rich "South Baseline" in the season.

a clever ditty, "B.O.F.B." Then animated Penny Edwards, a looker, ilke others in this and most other shows these days, also taps the rlch "South Pacific" till with the muchheard but always welcome "Wonderful Guy" to fine results. Follows with a vigorous comedic rendition of "Sheboygan" and concludes by offering a bit of first-rate dancing.

After some tomfoolery with Crosby, Glenn West, from the band, lands laughs with his distinctive comedy vocalizing, offering a stammering number and a highly original interpretation of "Cecelia." Billy Blair, rotund bass viol player, steps off the platform to generate considerable mirth, too, as he pantomimes and gyrates through "Ding, Dong Daddy" and "Who Threw the Whiskey in the Well?" Still among the tops in his line.

Palace, N. Y.

Slip, Slap & Slide, Penny the Horse, Martez & Lucia, Hal Sher-nan, Tattlers (4), Chris Cross, Helene & Howard, Kuda Bux, Don Albert House Orch: "Red Stallion in the Rockies" (EL), reviewed in VARIETY March 16, '49.

The Palace blli is made up largely of performers who have headly of performers who have head-lined at competing Broadway vaudfilmers and as such is one of the most talent-laden layouts it's had in a long time. The bill plays smoothly despite an array plays smoothly despite an array of seeming conflictions. Majority of the acts are of the dance variety, or use terping as part of the turn, but diverse choreo work doesn't intrude upon each other.

The standards on the bill include Hal Sherman, Helene and Howard and Chris Cross with Penny the Horse, renamed from Pansy the Horse, also a w.k. item on the variety circuits.

on the variety circuits.

Sherman has a fetching comedy turn, with a winning line of gab and dance impressions. Satire of a sallor tangoing with a moll is his most laugh-provoking bit and provides a solid base for applause. Helene and Howard, in the next-to-ciosing slot, hit top returns with their comedy Lallroom work. Their act has been exhibited virtually at every Broadway vauder but they've rarety looked better since the Palace is able to impart the added dimension of intimacy. Chris Cross. similarly a familiar

the added dimension of intimacy. Chris Cross, similarly a familiar figure on the Stem, has an excellent ventriloquy turn, probably better dressed than the average because of the variety of dolls used. One is a life-sized Mae Westy dame, another is a regulation dummy, and the third is a hand-puppet. Cross does well, but might do better if he puts some volume into his volce. Penny the Horse, with two men in a horse hide and paced by a looker, put on an amusing turn. The comedy is good and customers are rewarded with a steady laugh-stream.

Surrounding talent comprises

Surrounding talent comprises Slip. Slap and Silde, Martez and Lucia, The Tattlers (4), and Kuda Bux, all New Acts.

Jose.

Palace. Columbus

Columbus, Aug. 25.

Berk & Hallow, The Chords, Fanny & Kitty Warson, Bob Hammond's Birds, Mack, Russ & Owen, Wally Brown, Dolinoff & Raya Sisters, Pat Rooney, Nick Francis Orch; "Roughshod" (RKO).

York Palace troupe followed the general pattern established by the return of vaudeville in other cities. Nostaigia hit ail audiences right where they had been waiting to be hit for many years. The oldsters applauded the acts with high satisfaction and youngsters ogied appropriately. The bili, essentially the same one as opened in New York, is a strong one.

Berk and Hallow, pair of tap dancers who threw in a few acrobatics, are expert, if just a little too cute for the opener. The Chords met with mixed reception in their vocai takeoffs of some of the top dance bands.

the top dance bands.

Everyone went for Fanny and Kitty Watson, vet troupers whose patter is fast and funny, if corny, and their songs go over weil, too. A lot of veteran vaudeville-goers got that oid pleasant feeling to see Fanny still using that characteristic gesture with which she seems to gather the audience to her with one sweep of her arm.

Bob Hammond and his cockstees

Bob Hammond and his cockatoos

Bob Hammond and his cockaloos put on a smoothly coordinated act which has just the right number of comedy touches. Mack, Russ & Owen throw themselves about with abandon to put on a strenuous act of acrobatics made different by the peppy midget.

The interrupted patter of Waliy Brown is amusing. After a slow start, Brown has the audience with hilm right through his song on the high cost of romance in old age. Dollnoff and the three Raya Sisters put forth an engaging doll dance, and, with the aid of lights and Dollnoff in a black costume, exhibit some neat burlesques.

Pat Rooney, as a kind of emboditions.

Capitol, N. Y.

David Rose Orch (41), Renald Rudy, Eileen Barton, Jay Marshall; "Madame Bovary" (M·G), reviewed in Variety Aug. 3, '49.

The big name on the current biti 's film composer David Rose, leading an orch of 40 pieces dominated, of course, by a big string section. That's his trademark, of course—plenty of strings. And this orch has no less than 22 of 'em, including a girl harpist.

It is an average bill for playing

'em, including a girl harpist.

It is an average bill for playing values, with Eileen Barton clicking with her songstering, Renald and Rudy dittoing in their slow-motion acrobatics with their bodles on-so-beautiful, and Jay Marshall contributing a fair comedy turn. Plus which there is Rose and the orch for the major running time, the show being cut to around 45 minutes because of the pleture's length (114 mins).

The big fault with this orch

the picture's length (114 mins.). The big fault with this orch seems to be that the men don't seem to have played together enough. And that bandstand! It's so crowded that the fiddlers seem to be playing each others' windpipes. The sum total is that there's hardly anything exciting in the band's presentation, which does the inevitable Rose compositions for their closers, namely, "Holiday For Strings."

Rose himself, attued in derk

"Holiday For Strings."
Rose himself, attired in dark dinner jacket while the bandsmen are in white summer formals, is a self-effacing maestro-emcee, and gets over with the customers on that basis. That's all that would be required of him if only the bandsmen themselves were able to contribute a greater verve to their playing.

Renald and Rudy have been

to contribute a greater verve to their playing.

Renald and Rudy have been around the Broadway showcases, and they're clicko, as ever, with their pyramiding and assorted acros. They're especially esthetic for an act of its kind, because of their s.a. for the dames, in view of their stripped-to-the-waist manner of working.

Miss Barton has an unassuming style, in comparison to most of the current-day pop singers with their overdone affectations. She has the voice, too, and the customers liked her.

Marshall is standard with his

tomers liked her.

Marshall is standard with his droll comedy, namely the assorted objects that he twists into shape from a pleated gadget. He tops off the turn with a ventriloquial bit with a doll that he fashlons with his fist. It's cute, but the talk is familiar.

Kahn.

Paramount, Syracuse

Syracuse, Aug. 24.
Bud & Cece Robinson, Bernie
George, Duke Art & Co. (2). Danny Shaw; Hi, Low, Jack & the
Dame (4), Sully & Thomas, Little
Walter, Honey Bros. (3); "Take
One False Step" (U).

Getting in step with the vaude trend in Syracuse, the Schines launch four-a-day at the Paramount with a weil-balanced eight-act show that brings the customers in droves.

Hi, Low, Jack & the Dame are the headliners but every turn draws hearty huzzahs. John Sully, recruited from Sully & Thomas, m.c.s and helps tie the show together.

m.c.s and helps tie the show together.

Bud and Cece Robinson open
with some loose-limbed tap and
jitterbug dancing which goes over.
Bernie George, Arthur Godfrey
mike impressions of Fred Allen,
Ronaid Coiman, Winston Churchill, etc. There are sound-effects
stunts, too, like a Joe Louis fight
broadcast, Shep Fields' rippling
rhythm and plane bombings.

A new touch is added in the
trey spot by Duke Art, wo slaps
out funny faces in clay and keeps
the payees amused with light chatter. His transformation of an Indian chief into a mother-in-law
got the most applause when
caught.

Danny Shaw works hard next

got the most applause when caught.

Danny Shaw works hard next with comic flops and prattfalls as he makes "tricks" that mostly snafu. Best laugh-getter is his "On the Bus" routine, which had the payees calling for more. HI, Low, Jack & the Dame follow with nitty vocalizing of "Molity Malone" and "Somebody Loves Me." and in a neat musical confession reveal their singing commercial past with lingles like "Dentyne Chewing Gum." and others.

Suily teams with Murlel Thomas next for some screwball comedy, playing straight to her anties. More variety is served up in the next-to-closing spot by Little Walter, French importation, who plays everything from the bassoon to the bass drum.

The Honey Bros, build up a

The Kids Break Thru Hollywood, Aug. 28.

Hollywood, Aug. 28.

Horace Heidt production of vaudeville revue featuring amateur talent: staging and choreography, Al White, Jr.; produced and directed by Heidt; musical director, Vic Galente. Opened at El Capitan, Hollywood, Aug. 28, '49; Sa60 opening; \$2.40 top.

Featured acts: Wayne and Gibert Shepard, Tiny Hutton, Vahan Khorigian, Nadine Jansen, the Pepperettes (3), Ernie Caunerota, Halyard Patterson, Ralph Sigwald, Tommy Check, Pierce Knoz, Scotty Doggett, Johnny Tulucci: the Heidt-Steppers (11), including Jeannine Meister, Gloria Moore, Shirley Schmidt, Jana Ekelund, Beverly Esterbrook, Wiletta Smith, Don Sky, Nino Tempo, Russ Buddy, Sonny Berry, Don Spruance; featured dancers, Jeanne Harvey, Eddie Krieg, Harold Peck, featured sidemen, Vic Galente, Charles Brosen, Abe Aaron, Don Wilson, Stan Fletcher, Bill Richmond, Stan Plog, Leo Neibaur, Ollie Mitchell, Howard Price, Cappy Lewis, Eddie Freeman.

ken Murray's "Blackouts," after seven-year stand here, is succeeded by Horace Heidt's amateur layout, recruited mostly from his cross-country radio tour, is unashamedly for the yokel trade. Booked in for a three-week warmup for the road, this unit's next stops are Yuma and Houston.

There are probably sufficient customers around who enjoy the spectacle of a young lady in an evening gown playing "Star Dust" on the trumpet and accompanying herself on the piano at the same time. This brass-keyboard wizard is Nadine Jansen. Others are Nino Tempo, who plays "Jealousy" on the clarinet and tap dances; Diana Dixon. "The Bird Girl." who whistles "My Symphony of the Birds," Ralph Sigwald, fine for radio but definitely not a sight act, who pipes "Some Enchanted Evening." The Lord's Prayer" and "Because;" and Halyard Patterson, who keyboards Bach to boogie standing up, dancing, and with one leg crossed over his playing arm, after which Heidt does a takeoff on him.

Heidt is on stage most of the time as emece. He engenders a folksy atmosphere at the outset with a "Shake Hands with Your Neighbor" routine, and birthday and anniversary greetings to customers who are having 'em. There's also a "Hellzapoppin" layout before intermission, in which cast brings payees on stage for first-half square dance finale. Family air is further encouraged through Mrs. Adeline Heidt's appearance with her spouse to sing and dance in the production number, "Boy Meets Girl."

pearance with her spouse to sing and dance in the production number, "Boy Meets Girl."

Acts are sandwiched by similar numbers, in which most of talent participates. Heidt-steppers, six boys and six girls, are all talented terpsters but their routines are strictly from "Good News." Twelve men in band, paced by planist Vic Valente, are snotted onstage throughout the show. They provide good backing. Other acts are Vahan Khorigian, rubberfaced comic, who takes off on Frankie Laine; the Pepperettes, lively girl trio who spark "I Didn't Know the Gin Was Loaded" and "Pussy Cat Song." Tinv Hutton, singer, who does "Waitin' for the Robert E. Lee" and "She's Too Fat for Me." Johnny Tolucci, who mimies Gene Krupa. Slam Stewart, Harry James and other musical satellites. Henry Lerov, who plays "Parade of the Wooden Soldiers" and other standards with spoons: Scotty Dowgett, trumpet and banjo, "The Shelk of Araby": Pierce Knox. blind xylophonist, "Nola" and "Hungarian Rhapsody:" Russ Budd, tapster imitator of Ray Bolger and Bill Robinson; Harold Peck, eccentric dancer, and Tommy Check, 10-year-old drummer, tapster and maestro, whose forte is "I Got Rhythm"

Typical, perhans, of the entire 21-act layout is the last-act "Current News" skit, in which headings involving President and Margaret Truman. Col. Hunt, Drew Pearson, Ingrid and Roberto, Rita and Aly, Vishinsky and Gen. MaeArthur, are invoked. The cast impersonates these figures. It's pretty grim.

Chicago, Chi

Chicago, Aug. 26.
Tommu & Jeanue Mahoneu, Lind
Bros. (23), Alan Youna, Liberace,
Louis Basil Orch; "Top O' the
Morning" (Par).

While this bill is loaded with playing value, liberal priming in time and material would garner better audience reception. As is, show runs slightly over an hour. Youthful tap duo, the Mahoneys, register well, although male member's, solo is bit too long. Final

number, "Jealousy," gets a neat hand for fast twirls.

Lind Bros., local bistro favorites, are tops in the vocal department, but song selection is weak. "Sabre Dance" as opener is too fast, and pop "Forever and Ever" is not fitting to the bravuro style of the trio. "Ave Maria" gets sock reception, but is followed by "McNamara's Band," which seems somewhat ill-fitting. "Sorrento" gives each member a chance to display his vocal abilities. Closer, rapid-fire version of "Flight of the Bumblebee," gets the men off well. Alan Young (New Acts film and radio name, has the audience laughing from the walk-on.

Liberace uses top showmanship in his concert planoing but chatter should be kept to a minimum. Talk is more in the nitery vein and falls somewhat flat here. However, his 88'ing of Liszt's "Second Plano Concerto," score of "South Pacific" and "Slaughter on 10th Ave." get a hefty hand. Vocal rendition of "Cement Mixer" seems more like a rude interjection in this routine.

Capitol, Wash.

Washington, Aug. 30, Tenth Edition of Gene Ford's "Going Native" All-Washington Revue; "Secret Garden" (M-G).

"Going Native" All-Washington Revue; "Secret Garden" (M-G).

Proving again there's plenty of talent around if it's given a chance, Loew's Capitol, in its 10th annual "family party" last week brought together a show that had even the wiseacres inquiring: are these really amateurs? Although whipped into shape in a few weeks, the revue performed in professional style, with staging, props, costumes and lighting of the highest order.

Outstanding in this year's "Going Native" is the chorus of 14 girls from local dancing schools who work with the precision and zip usually expected in top musicals. Trick lighting effects make several routines especially impressive. Response of audience was terrific at this catching.

Also toos are a trio of young males (Thomas Pence, Bernard Shur and Grover Boydston) in interpretative bits from "Faust," accompanied by two groups of the chorus in the role of sorcerers and angels. Backgrounded by excellent musical scores and fine use of lighting, this number achieves good dramatic effect.

Among the individual acts, David Field, Maryland U. student, who does comic acrobatics on his trampoline; Marion Kiotta, well-trained soprano; James Spear, magician, with very professional female assistant, and Ken Calfee, personable imitator, perform with professional ease and assurance.

Carter Barron and Allen Zee may well be proud of the work done by Joe Margolis, Kay Ford, Margaret Faber (who directed the dances), Sam Jack Kaufman (who directed the music), and the others who made "Going Native" in fished product.

Ekth. Boston

m Jack Bass. ne music), and the made "Going Native Levy. finished product.

RKO, Boston

Boston, Aug. 26.

Vince & Gloria Haydock, Carlton Emmy, Kate Murtah, Dick
Buckley, Lela Moore, Ben Yost's
Vikings, Senator Murphy, St.
Leon Troune; "The Green Promise" (RKO). Lcon Troupe ise" (RKO).

Leon Troune; "The Green Promise" (RKO).

Rounding out its first month, vaude rebirth here is still paying off at the boo, with the current layout shaping up as pretty fair entertalment and enough variety to garner neat mitt action down the line.

Opening with a clean-cut sesh of tapping by Vince and Gloria Haydock, pace is continued by Carlton Emmy and his neat dog act, which goes over nicely. Antics of dogs bring yocks from kiddos and oldsters alike. Kate Murtah follows with a bright session of vocalizing, her ribbing of Hollywood being solid with stubbolders. Dick Buckley, who struts around the stage while making with the lokes, scores strongly, use of four kids from the audience in pseudoventro stint being surefire. Hatswapping turn with audience stooge gets mifty returns. Lela Moore, in a sexy dance skit, slows the pace but the Ben Yost Vikings put it back on the track with some solid vocalizing. Although stint is Hmitted to three songs, "Laugh," Old Man River," and "You Tell Me Your Dream, boys click neatly and had to beg

off.
Senator Murphy, in his first appearance here in several years, hasn't lost his ability to warm up the payees. His zany line of chater and nonsensical remarks about world problems win hefty audience reaction. Bill winds up with the St. Leon Troupe, six boys in a fast sesh of teeterboard tricks, for a strong close. Larry Flinhouse band backs up, acts capably. Nice biz at opener.

Apollo, N. Y.

Norma Miller's "Inside Harlem" with "Dud" Bascomb Orch (13). Wynonie Harris, The Orioles (5). The Briants (2), Dancing Chorus (14); "Spider" Bruce & Co.; "The Ria Fight," (Monu). (13), (5), Big Fight (Mono).

Deviating somewhat from its usual method of presentation, the Apollo has added a mixed dancing chorus this week and tagged the whole show as Norma Miller's 'Inside Harlem.'' Revue-like format is effective both entertainment and boxofficewise. At matinee caught Saturday (27), biz was hefty.

Blues-shouter Wynonie Harris supplies plenty of spark with a quartet of numbors. He maintains an infectious beat and, unlike most of his contemporary chanters, displays good enunciation.

The Orioles are a harmony quintet that's primarily built around the stentorian warbling of one member who carries the melody. Others back him up with guitar, bass and sundry vocal effects. Overall result is often exaggerated and overdone, as on the group's "Porgive and Forget." Boys, however have built up a rep on recordings and they seem to have a following, to judge by their okay reception.

lowing. to judge by their okay reception.

Made up of three rhythm, five brass and five reed, "Dud" Bascomb's outfit is an average crew that pleases in a couple of individual tunes on its own as well as backing the show competently. Bascomb himself impresses in a trumpet solo of "Embraceable You." Only ofay turn on the bill is that of the comedy acrobatic duo, the Briants. They've been doing their pantomimic routines for more than 30 years, and the pair still registers handily.

Staged by Norma Miller, "Rhapsody in Blue" is a fairly effective production number that puts some 14 guys and gals through assorted pirouettes. Lighting is a help, and the group climaxes with a series of collective lifts and spins. Same dancers also score in the finale, which has 'em in a spirited "Frankie & Johnny" number to cop well-merited returns. Comedy is turnished by house funmaker "Spider" Bruce, along with two assistants.

Oriental, Chl

Chicago, Aug. 26.
Louis Prima Orch (14) with Keeley Smith, Burns Birds, Amazing Mr. Ballantine; "Black Magic" (UA).

Essaness presentation house has brought in a band show for the first time in more than four months, with change of pace registering well in most instances. Louis Prima orch, while sound musically, goes overboard on comedy numbers with accent on the Italian idiom.

Band opens with "Mariutch" and scores heavy with hoke of "I No Wanna," with leader getting heavy laughs portraying the title role of "All Right, Louis, Drop the Gun." Welcome interlude is the sock drumming of Jimmy Vincent, backed by unusual orch scoring of "Dark Eyes." Femme singer, Keeley Smith, needs more appropriate gowning and should diseard her slower numbers for the faster tempoes.

Amazing Mr. Ballantine sells a

slower numbers for the least state of the poets.

Amazing Mr. Ballantine sells a line of chatter that most name comedians could well copy as he debunks the elementary magic tricks. He garners yocks as he "fails" to accomplish each routine. Burns Birds are unusually well trained, with lovebirds walking tight ropes, carrying umbrellas, riding the ferris wheel and, for flashy finale, going for a plane ride.

Zabc.

Hippodrome, Balto.

Baltimore, Aug. 28.
Lewis & Van, Martin & Floren
Rochelle & Becche, Bobby Sargen
Peggy Lee with Dare Barbour
Quintet, Jo Lombard House Or
121; "Make Believe Baltroon

This is the swan-song show for this longtime combo theatre, owner lzzy Rappaport having annonneed a secession of vaude with advent of "Joison Sings Again," set to open Thurs. (1) Peggy Lee with Dave Barbour and his instrumental quintet highlight this windup and whack out a nice sesh.

this windup and whack out a files esch.

Fast opening is provided by Lewis and Van, hoofers, employing tiny pairs of steps to point up their taps effectively. Martin and Florenz, in the deuce, provide considerable novelty and entertainment wit', puppetry. Get most out of a GI Joe number and a Mae West-Jimmy Durante routine. Knockabout ballroomology by Rochelle and Brebe gets laughs after which Bobby Sargent takes hold for solid mimery. Impression of a miner is a funny piece

of business and a decided high-

of business and a uccombight.

Miss Lee gives out with a repertoire of familiars, including "Riders in the Sky." "Again."

"Why Don't You Do Right, "It's a Good Day" and "Manana." Potent instrumental support is doled out by Barbour's combo, employing tricky arrangements to stress his guitar.

Lablis

Fox. St. Louis

St. Louis, Aug. 25.
Max & His Gang, Claire Sisters (2), Cy Landry, Martells & Mignon, Anton Sisters (3), Joe Schirmer, Bill Baird & Girlie, Professor Backwards; Russ David Orch; "One False Step" (U1).

A diversified bill constitutes the second offering at this house, and with an audience just short of capacity, at session caught, customer applause was of such volume that vaude may be back to comer applause was of such volume that vaude may be back to stay in this burg.

Cy Landry cops first honors with a variety of entertainment

y Landry cops arst nonors with variety of entertainment that ages from softshoe eccentric acting to a burlesk on grand dancing

ranges from softsnoe eccentric dancing to a burlesk on grand opera warbling.

Max and His Gang, dog act, score. And Max shows that he doesn't have to depend on the educated canines to win the payees. He not only does a neat cducated canines to win the payees. He not only does a neat softshoe routine but also twirls four hoops simultaneously with his head, arms and one foot. He's followed by the Claire Sisters, blonde lookers with shapely gams, who click with a neat tap routine that could be shortened and not lose its effect.

Martells and Mignon are three husky guys and a tiny gal whom they toss all over the place as if she were a ragdoll. The customers ate this one up.

she were a ragdoll. The customers ate this one up.
Maestro Russ David, at the piano, paces the tooters through "Has Anybody Seen My Gal?" with the music makers contributing n.s.g. warbling, and then closing with a hot "St. Louis Blues" that brought down the

mob. ton Sisters, three down the mob.
The Anton Sisters, three brunets, confine their vocal contribution to "Boogle Woogle Bugle Boy" and "You're An Ugly Child," all sock Joe Schirmer, banjoist with the band, who scored solidly last week, is repeating again. Bill Baird is a personable, suave card manipulator

manipulator.

Professor Backwards has a line of chatter that precedes his stint of spelling and pronouncing words in reverse. He appeared at the St. Louis several years ago on spot booking and, except for some of the salty lines hasn't changed his routine.

Sahu.

National, L'ville

Louisville, Aug. 26. Jerry Jerome, Wallace & Gale, Al Montan, Gil Robinson, Stan Kramer & Co., Nicholas & Haley, 3 Chocolateers; Tiny Tomale's House Orch (9); "Mr. Big" (U) and "Easy Come, Easy Go" (Par).

Three Chocolaters top the bill this week and wham home. Colored boys bounce out dolled up in flass suits, and turn in a terrific routine of hoofing and clowning which had the custowers giving them, almost of hoofing and clowning which had the customers giving them almost a continuous mitting. Trio teams for some strenuous flips reminis-cent of oldtime Arab tumbling acts, but these boys do the stuff in jive tempo. A solid click. Giving out on the marimba. Jerry Jerome brings sweet music.

having also a cute stunt in which he uses a hand puppet, simulating the wee figure playing the marimba. Jerome wears blue gloves, and the effect is heightened by the luminous coloring of the puppet. ninous coloring of the puppet, something different and regis-

Only slow spot on the bill is Gil Robinson, rope-twirler. Togged in western outfit, guy has a slow line of chatter which can't warm up the customers, and his rope tricks are pretty tame, too.
Wallace and Gale start as a ball-

are pretty tame, 100.

Wallace and Gale start as a ballroom team, but ease into some
straight acro balancing. Male member has excellent control with onearm lifts, turn going over well.

Robinson, as m.c., makes his announcements offstage, a pattern
now standard at this house. He
starts slowly with some gags, then
gives impressions of various show
bix personalities. Groucho Marx
impresh is his best, and he bows
off after a big response for his
comedy song a la Groucho.

Nichols & Haley also teeoff as a
ballroom team, but segue into some
fast clowning and aero dancing
which register. Stan Kramer &
Co., puppet turn, work on a small
blækout platform, introing some
well-manipulated characters. Betty
Hutton, park bum, and a very good

well-manipulated charácters. Betty
Hutton, perk hum and a very good
deunk. Closes by bringing on
Kramer's mom and dad, each
manipulating a pair of puppet
dancers. Figures are luminous and
make fine simulation of chorus
line. Nice hand, Chocolateers
closed to solid hit. Wied.

Philadelphia, Aug 27.
Count Basie Orch, Jimmy Tyler
& James Rushing; Sarah Vaughan,
Illinois Jacquet Septet, Lews &
White; "Bad Men of Tombstone"

Smart presentation of three top jazz names is making the Earle torget the dog days. There were standees at the Friday (26) opener, and the line has been steady since. Combination of Count Basie, Sarah Vaughan and Illinois Jacquet nfakes Irresistible buy for the hot-music shoppers.

Basie orch plays the show, with

the hot-music shoppers.
Basic orch plays the show, with
squat Jimmy Rushing spotted for
the band vocals. Basic backs up
Miss Vaughan, who is the vocal
highlight and the audience fave.
The crowd shouts so many instructions and requests at the girl it d requests at the girl it difficult to catch the sing-

tions and requests at the girl it becomes difficult to catch the singing at times.

Miss Vaughan has the faculty of being able to make progressive jazz both palatable and popular. With her customary distinction, true tones and assortment of vocal tricks, Miss Vaughan sings, "I Cry for You." "I Cover the Waterfront," "I get a Kick Out of You," "Black Coffee" and "Everything I Have Belongs to You," for sock returns.

Have Belongs to You," for sock returns.
Lewis & White, the comedy duo, open with the standard heckler-in-the-box business, but move on to solid laughs, particularly with their bit on reefers.

solid laughs, particularly with their bit on reefers.

Basie orch gets a terrific reception. Jacquet, who follows the show with his septet, is presented in jazz concert style.

When his part of the bill is finished Basie comes out before the curtain and chats with the customers while the stage is cleared. He even puts in a plug for next week's show. The Jacquet combo is then on before a single drape and is flooded in a broad white light. Paced by the hard-working tenor lead the unit tears the place apart with "Snake Pit Boogie" "Black Velvet" and "How High the Moon." By a coincidence, Jo Jones, former percussionist in Basie's solidest rhythm section, is at the drums for Jacquet.

Gagh.

Olympla. Mlami
Miami, Aug. 29.
Helen Forrest, Hank Ladd with
Francetta Malloy, Cat Mountain
Boys, Jordan & Parvis, Carlos;
Freddie Carlone House Orch;
"Look for the Silver Lining"
(WB).

Components of vaude current here add up as just fair, compared to recent layouts that set a nifty pace this summer.

Helen Forrest, in the topliner spot, does an opener, a special-material plece, that doesn't hit. Balance of stint is not of the palm-building type though her vocal abilities are obvious. With more solidity on delivery (viz, the awkwardly approached Irving Berlin-Miss Liberty" number), she'd click, her later version of "Sunny side of the Street" pointing that up

Side of the Street" pointing that up. Hank Ladd, in the comedy spot, hits nicely with his deadpan, smooth monolog. Aide is Fran-cetta Malloy (Mrs. Ladd), who helps build the comedics to a high cont

spot.

Sock bit is that of the Cat Mountain Boys, a zingy quartet of hill-billy songsters. For that type of act theirs is a well-rounded sfint, with a mixture of corn and harmony garnering the mitts.

Terpers Jordan and Parvis gowell, with their smooth ballroomedian interested with a montained and the second second

oth ballroomwell, with their smooth ballroo ology interspiced with come of plus songs. Standard sleight-hand gets good remonse for C los. Stuff is well worked. Freddie Carlone's house ba does okay by the show. Lary

Steel Pier. A.

Atlantic City, Aug. 25.
Monica Lewis, Myron Cohen,
Stuag McMann Trio, Paul Sydell
& Sporty, Taynton Dancers, Johnny
O'Donnell's House Orch; "Ringside" (SG).

Monica Lewis is the bill-topper in Steel Pier's big Music Hall this week. Songstress warms up audience with, namely, tunes from "South Pacific," going off to nice returns. "Mood for Love," "Lady Known as Lou," and "Tree in the Meadow" are also done neatly, among others.

Meadow among others,
Stagg McMann Trio is a clever harmonica unit, attacking every-thing from long hair to pops, and

putting them all over.
Paul Sydell and Spotty, dog act,
also big. Straight balancing of is mixed with some comedy

comedy.

Myron Cohen, in his first appearance at the pier, emcees and keeps audience well entertained with Yiddish dialect stories. Show rounded out with the Taynton dancers, who appear in two nice numbers,

Walk.

VARIETY BILLS

Numerals in connection with bills below indicate opening day of show whether full or split week

Letter in purentheses indicates circuit (FM) Fanchon Marco; (I) Independent; (I) Loew; (M) Moss (P) Puramount; (R) RKO; (8) Stall; (W) Warner; (WR) Walter Reade

NEW YORK CITY Capitol (1) 1
Dave Rose Ore East Marshall Renald & Rudy Music Hall (0) 1
Bettina Dearborn Chas Lasky Music Hall (0) 1
Bettina Dearborn Chas Lasky Capitol Chas Lasky Capitol Chas Lasky Capitol Chas Lasky Capitol Chas Capitol Chas Capitol Chas Lasky Capitol Chas Cap

Palace (R) 1
Edwards Bros
Yvonne Moray
Marvellos
Cook & Browns
Cook & Browns
Ross & LaPlerre
Gus Van
Oriental (I) 2
Louis Frank
Jimmy Vincent
Pasquale
Goofers
Carmellos Seris
Carmellos Bris
Burn's Birds
Amazing Mr.
Birds
Amazing Mr.
Edgar Bergen
Ray Noble Show
Olympia (P) 31
Los Barrancus
Maria Lamont
Guy Raymond
Buddy Rogers
PHILADELPHIA
Carman (I) 1
Rice Sis
Carter
Ciloria Rvan

Carman (1) 1 Rice Sis Pierre Cartier Gloria Ryan Benson & Mann Earle (W) 2 V & G Haydock

VAUDEVILLE BACK! AT FOX THEATRE, St. Louis F&M STAGESHOWS Inc. DOC HOWE New

BALTIMORE
State (I) 31-3
omaine & Babette
Phillips Co
jund Bros &
Patricia
4-7
Cariton & Del
Lew Fenerd
Vicke & Scanlon Grace Drysdole MacFarland & Brown Connie Haines Don Henry 3 Jan Murray Frankie Laine Jan Murray
Frankie Laine
ROCHESTER
Palace (R) 31
Berk & Hallow
The Chords
F & K Watson
B Hammond's Birds
Mack, Russ &
Other
Dolly Brown
Sis

Carlton & Del Lew Fenner Stanton Ricker & Stanton Roston (R) Sara Ann Mediae Boston (R) Sara Ann Mediae Danwoods Cira Rimse Rogers Cro Rimse Rogers Peggy Womack Coleman Clark Co Bob Hookins Town Clark Co Sara Charles Peggy Womack Coleman Clark Co Bob Hookins Town Clark Co Sara Charles Peggy Womack Coleman Clark Co Sara Charles Peggy Womack Coleman Clark Co Bob Hookins Town Clark Co Sara Charles Sara Charl

CANTON Loew (L) 6-8 Dick Contino Show

CHICAGO
Chicago (P) 31
Alan Young
Lind Bros
Liberace
T & J Mahoney

Dollnoff & Raya Sis Sis Pat Recovery Sr Sir Sir Fox (FM) 1 Joyce & Selden Cappy Byrra Cappy Byrra Cappy Byrra Sir Hank Siemon Maryelis Hank Siemon Capitol (L) 1 Stapletons Eddie Manson Marshall Bros Vic Dinate Well Marshall Bros Vic Dinate Choward (L) 2 4 Step Bros Lewis & White tone to Elli) . BRITAIN

Pat

ASTON
Hippodroms (I) 29
Jack Lewis
Tommy Rose
Sonny Dawkes
Sonny Dawkes
Sonny Dawkes
Arthur Knotto
BASINGSTOKE
Grand (I) 75
Tommy Michaels
John Howard
Cornel (I) 29
Donald Jeers

Grand (I) 29 Donald Peers Billy Russell Robert Lamouret Norman Wisdom

Freddie Foss
Odette Field
Marjorie Holmes
Odente Holmes
Jannfred Felix
Celia Hart
I Hajos & Surnay
Ryan & Young
E Beams Lowlies
Joe Stein
Max Cerole
Max Cerole
Monnie Stewart
Jackie Farr
Kenneth Alian
Archie Usher
Cyrus Hippodrome (\$) 29

THE MAXELLO'S

ROXY, NEW YORK

EDDIE SMITH AGENCY RKO Bldg., Suite 902 - JUdson 6-3345

Ernest Arnsley Gloria Day John Pygram Wendy Brandon Zena Dell Aibert Barland Opera House (1) 29 Charlle Chester Co Andreas Casavacchia Charlie Chester Co Andreas Casavecchia Henry Lytton France Clery Shiela Matthews Halama & Konarski Tiller Girls Midsummer Lovlies Corps de Baliet G & B Bernard Palace (t) 29 Big Bill Campbell Joe Crosbie

Sioux Dakotas
A Chapman Horses
Wally Brennan
Boscomes
Hippodrome (I) 29
Abert Grant
Rene Brens
BOURNEMOUTH
New Royal (I) 29
Eddie Gray
Ralph Reader
Billy Tasker

Max Bacon Artemus, Bili Burke Jean Metrille Romand's Pigeons

Bill records Pige
Hope & Ray
Hope & Ray
Bunny & Byron
CHATHAM
Empire (S) 2
Frank Mariowe
Edric Connor
Evelyn Taylor
Bobble Kimber Bobbie Kimber Pepino's Circus Marshail & Lana Rilchie & Wendy Harry Bailey

s Marshail & Lana
S Marshail & Lana
S Mitchie & Wendy
Harry Bailey
CHISWS 22
Jimmy Edwards
Freddie Printon
Joyce Golding
Freddie Printon
Joyce Golding
S Toron Reach
R Plat & Naudy
Finlay Bros
Heather Furnel
West Cliff (1)
Bunny Baron
Harry Arnold
Mary Gem
Jay Luck
Joanne, Daydsos

David Nairn
Empire (5) 29
Monty Rey
J Holst & Milady
Canfield Smith
Albert Whelason
Melville & Rekar
Vic Ray 3
LEICESTER
Falses (5) 29
Johnny Downes
Eddle Arnold
Joey Holkinson
B O'Loughlan
B O'Loughlan
Fatricia Kieth
Eddie Lee

4 Botonds
MOLLAND ON SEA
Queens Hall (1) 29
Sydney Revill
Kewans Christie
Joan Pendleton
Kenneth Jackson
Pamela Hale
LITLEHAMPTON
Favillen (1) 29
Frank Raymond
Joan Dainty
Don Watson
June Lynette
Reg Jarvis
Jane Austin
MANCHESTER

Jane Austin
MANCHESTER
Hippodrome (S) 2
Folies Bergers
Folies Bergers
Folies Grend
Jackie Illunter
Angela Page
Claude Rixio
Helen Cterrar
Vivian et Tassi
Trois de Milles
MARGATE
MARGATE
Januar
Janua

Glen 'Arthur 3 Loonies Terry's Juveniles Spantied Beauties Oval (f) 29 Ver Oval (f) 20 Ver Ova

Cabaret Bills

NEW YORK CITY

Jack Towne Ore

Leon & Biddie **

Leon & Biddie **

Leon & Biddie **

Ray Allon Johns Crawford Jame Abel Allon Andrew Core

Jerry Bersen Sandy Locke

Sandy Locke

Leonne Hall Joanne Jordan Dave Rogers

Gordon Andrews

Jordan Dave Rogers

Jordan Dave Rogers

Jordan Leonne Hall Joanne Jordan Dave Rogers

Jordan Mandrews

Jordan Leonne Hall Joanne Jordan Dave Rogers

Jordan Leonne Hall Joanne Jordan John Siler Howard

Louise Howard

Louise

Blue Ansel
Baile & Ansel
Badie & Rack
Bop City
L Armstrong Orc
Geo Shearing Orc
Bunny Brizgs
Dorches Society
Dorches Society
Dorches Dorches
Dorches Dorc
Geo Shearing
Maria L Harp
George
Maria L Harp
George
Maria L Harp
George
Alvares Orc
Diamond Horsehoe
Billy Bishop
Jack Ganser
Maria Caroli
Jack Ganser
Maria George
George
Horse
George
Horse
George

G. D. Washingson, Line Jack Palmer Ore Latin Quarter Sonny Skylar Joey Eishop Paysees Don Saxon Art Waner O B. Hariow Ore Le Coq Rouge Oscar Calvet Ore

Waldorf-Astoria Jack Fina Ore Mischa Borr Ore CHICAGO

Blackhawk Buddy Moreno Ore Chez Faree Danny Thomas Fran Warren Ginser Kinney Adorables (10) Ceé Davidson Ore Line Rhumba Ore Helsings Al Morgan Nancy Weight

Al Morgan Nancy Wright Adrianne Loraine Lenny Colyer Billy Chandler Ore

Holel Branck Be ty Jane Watson Jerry Austen Johnny Brewer O H Edgewater Beach Eddy Howard Ore Marianne redete

Marranne redele Bair & Jeon D Hild Dancers Yost Ambassadors Betty Grav 3 Hotel Stevens "Skating Circus' Betty, Atkinson

Charles Hain Wender Wheeler Brincknamn Sis Skating Blydears Charles & Lucille Jack Raffloer Jerry Maptan Gloria Bondy Buddy Russ Palmer House Panet Blackburn Twins Marra Neella Eddie O'Neal Ore Sherman Hotel

Savannah
Annabelle Hill
Annabelle Hill
Annabelle Hill
Annabelle Hill
Hill
Heterson
Jimmy Lewis
Jimmy Lewis
The Bienders
Shotus Davis
Andre & Dortheo
Tiul Benson
Lucille Dixon Ore
Lucille Dixon Ore
Panchilles
J. & Siene Ore
Panchilles
Bob Scott
Mary Ellen 4
Abbey Albert Ore
Abbey Albert Ore
Abbey Albert Ore
Abbey Albert Ore
Willage Wanguaro

Village Vanguaro Mary Lou William J C Licard 3

Eddie O'Neal Ore Sherman Hotel Barry, Hall Bill Snyder Ore "Solute to Rodgers & Hammerstein" Honey Dre, mers Raiph Sperlige Kenneth, Markenzie Dusty Wortall Viel Gardens Mickey S. Gh Vellifa, Sherry Mel Cole Ore

SYDNEY TIVOLI SET TO **REOPEN VAUDE SEPT. 9**

Sydney, Aug. 23.
After a shutdown of some nine weeks because of industrial strife and cutoff of electric power, Dave Martin's key vauder, Tivoli, is due to reopen Sept. 9. Bill will include Ben Wrigley, British comedian; Rolly Rolls, and the Swis Stars.

Rolly Rolls, and the Swis Stars.

The Merry Macs will go into the Tivoli, Melbourne, Sept. 5, according to Martin, who has just returned to Sydney after setting two vaude units over the Kerridge loop in New Zealand. It's understood that Martin will soon be heading again for the U.S. on talent buys.

Shutdown of the Tivoli heads.

again for the U.S. on talent buys.

Shutdown of the Tivoli here was costly to the Martin outfit. An emergency power plant will go in just in case of any more Industrial holdups. Martin had to let many of his acts go home after the shutdown with compactation. down, with club dates. with some accepting night ates. Martin was fortunate, however, in having his Melbourne house open, plus arranging dates in other key Aussie spots, plus the New Zealand dates.

Commerce Dept.

Continued from page 3

offer the services of his department's experts in drafting an arbitration setup satisfactory to all branches of the industry. Previous system was handled by the American Arbitration Assn. but was knocked out by the U. S. Supreme Court decision in the Government anti-trust case. Since then, despite urging by the Federal statutory court which recently ruled complete divorcement, move to create a new system has move to create a new system has

Besides Sawyer, Eric Johnston, Besides Sawyer, Eric Johnston, MPAA prez, has accepted an in-vitation to speak at the TOA convention. He will be among the featured gabbers at the producers-exhibitors dinner, Sept. 14, at the Ambassador hotel. In accepting the invitation, Johnston made a plea for "all elements to pull together to produce better pictures and bring more patrons to the box-office."

and bring more patrons to the boxoffice."

Chief speaker at the president's dinner. Sept. 15 will be Secretary of Defense Louis Johnson. Cabinet member has accepted a TOA invitation extended by exec director Gael Sullivan and will fly to the Coast to make his appearance. His acceptance was tagged by Sullivan as "a fitting recognition of the splendid service rendered to the Government by the motion picture industry during the war and in the postwar period."

Meanwhlle, in Los Angeles, Ted Gamble, board chairman, and Charles Skouras, National Theatres head chairmanning the convention, estimated attendance at 550 exhibs. These will include 150 from California and 400 from the rest of the country. Gamble and Skouras are huddling on final details of the convention.

Catholic Crix

Continued from pace 3

posedly due to the activities of Ingrid Bergman abroad. Bergman abroad.

Meeting here for the triennial convention of the International Federation of Catholic Alumnae, which is the source of most of the Calumnae, and the Lease of the which is the source of most of the volunteer reviewers for the Legion, Mrs. Looram reported that 75% of pies reviewed got an "A" or acceptable rating. Legion condemned "Black Narcissus," "Forever Amber" and "Devil in the Flesh," besides two sex educational films and found 54 films "objectionable." tionable.

tionable."
However, during the same period, 37% of the 57 foreign films reviewed were rated objectionable and 16% were condemned. Chief reviewer said that her organization wants "adult pictures—those dealing with problems of adults, placed in a proper frame for reference." ing with problems of adults, placed in a proper frame for reference." "Legion has never objected to sin portrayed on screen," she said. "But when sin is shown, producers have a responsibility to show moral compensation, perhaps by retribution of the hydrogens. tion, or the judgment of some char acter's conscience."

In contrast to Mrs. Looram, Rev. Patrick Mosterson, executive secretary of the Legion, commented that postwar films were the most immoral in 15 years and criticized the personal lives of motion picture stars.

New Acts

ALAN YOUNG Comedy 13 Mins. Chicago, Chicago

Chicago, Chicago

While radio and film star claims
to have never been in the "flesh"
circuit heretofore, his offering
here shows all the earmarks of
stage tradition. Producer Ben
Brady has done a fine job in providing Alan Young material
which fits neatly in awkward,
shy, characterization, which has
made him a hit on radio and
screen.

shy, characterization, which made him a hit on radio and screen.

From walk-on, where he pitches some fast quips at radio commercials, to end, Young has the audience chuckling. Here and there is a tinge which seems out of character, but not offensive. His yearn to portray a film lover is an hilarious bit in which he interposes a specialty song describing him as the new name, "The Flame." Donning kilts he plays the Scottish bagpipes for a few bars of "Campbells Are Coming" to walkoff to solld hand. Brought back he does a nervous youth's first public recitation about a horse, mixing the various parts of the animal for loud guffaws from the audlence. Bow should also be taken by writers Lester Lee and Jack Barnett, Zabe.

KUDA BUX (3) Magic 8 Mins.; Three Palace, N. Y.

8 Mins.: Three Palace, N. Y.

Kuda Bux is preceded into his first local vaude display by a reputation made on video. This East Indian magico has cut a figure over the iconoscopes with his seeming ability to see through a maze of bandages. He's being billed as the "man with x-ray eyes" but his turn at the Palace completely neglects this phase of his accomplishments in favor of his blindfold turn would be a considerable time consumer which the Palace runoff can't afford, but there should be a small portion of his turn devoted to the x-ray work. Kuda Bux does two major feats, first being the producing of an endless number of silk kerchiefs, and the other is making a girl disappear in a booth. Both come off extremely well. Aside from the girl, he's assisted by a male commentator which adds nothing to the act.

TATTLERS (4)

TATTLERS (4)

Songs 8 Mins.; Two Palace, N. Y.

8 Mins.; Two
Palace, N. Y.

The Tattlers, a mixed vocal
quartet, have made previous appearances at the Copacabana, N. Y.,
as well as the nearby Capitol theatre, but in each instance they'vebeen part of the production numbers. Now on their own, this
youthful and well-groomed group
appears capable of taking on assignments in nearly all media.

Vocal work has the benefit of
good arrangements and fresh and
enthusiastic approaches. They've
integrated their tunes with bits of
comedy business and altogether
make favorable impressions. However, they've concentrated a good
portion of their work in the
comedy vein, which is probably the
only department in which they
have still to pick up considerable
know-how. Satire of a radio program is overdone and impression
of a soft-shoe vaude turn just
misses its complete mark. Jose.

MARTHA ZENTHY

MARTHA ZENTHY

Dancing
5 Mins.
The Night Club, Paris
Ex-acrobatic dancer, this girl who is a pretty little blonde manages to keep a very winsome smile during the whole of her routine, now straight dancing. She appears twice during the evening at the Night Club, once in long dress and once in tights. She scores in both, even if the place is rather small for her extremely graceful and light terping.

Hungarian born, speaking several languages, she looks like a screen bet.

Maxi.

MARTEZ & LUCIA

MARTEZ & LUCIA
Acrobatic
7 Mins., Three
Palace, N. Y.
Martez & Lucia, boy and girl
hand-to-hand team, vary from
average act of this type by using
a liberal mixture of Latin dance
steps between their acro work.
Result is a picturesque blend that
could fill vaude, cafe and vaudeo
requirements.
The duo's tricks are fairly
familiar. There's the usual variety of lifts, headstands and turnovers which are always good for
mid-term applause, but the tern
dressing gives a high degree of
differentiation.

SLIP, SLAP & SLIDE
Dance
7 Mins: Full
Palace, N. Y.
Slip, Slap & Slide, Negro dance
turn, have appeared in Harlem's
Apollo, and are making their first
major Broadway stand. Trio impresses as sultable Stem fodder,
being a lively act good for the
opening slot or further down on
the bill. Routines are well-conceived with best efforts registered
in the solo portions of the turn.
The trio's personnel comprises
different dance styles so that
there's a constant degree of variety. Unison work is sufficiently
flashy and integrated for good returns.

New St. Louis

Continued from page 29

Valley, was a top heavy fave, 99% from the dialers and a 47 to 13 vote from the panel. "Girl in the Rain," a 15-minute mystery yarm with a dramatic cast, copped an 85% okay from the dialers and a 45 to seven nod from the panel. "Mike Mysterles" its 15-mile.

45 to seven nod from the panel.
"Mike Mysterles," Is a 15-minute program using narrator and recorded music. Narrator tells crime storles and dialer is given all clues and brief time in which to grab the right one and solve the case.
The dialers nixed this one by 60% and the panel was divided 25 to 25, and Turtle's Chih." a 30.

and the panel was divided 25 to 25, "Green Turtle's Club," a 30-minute good-natured satire on club meetings, won a 75% nod from the dialers and a 26 to 21 vote from the panel. "Hank and Hazel," 15-minute of chit-chat between man and wife at a breakfast table, copped a 75% approval from the dialers and a 37 to 11 nod from the panel. panel.

"Toast of St. Louis," an early 15-minute a.m. program of pop records, won a 95% approval from the dialers and 43 to eight from the panel. "Concert or Corn" a 30-minute program of recorded symph and live hillbilly music, copped a 98% listener okay and a 30 to 11 panel approval.

When the series was concluded the panel met in the KMOX studio and 60-minutes of open forum discussion was recorded and later played over the local station.

The five most pop programs of the series were "Toast of St. Louis," "The Girl In the Rain," "Hill Country Ballad," "Concert or Corn" and "Strictly Personal." As recordings were made of each, the prospective buyer may not only make his own choice but read the "Toast of St. Louis," an early

recordings were made of each, the prospective buyer may not only make his own choice but read the letters and comments made by the dialers and members of the panel. When members of the panel were not available for comment the program was played back for them. Members of the panel were selected from the station's public relations list, letters received, etc., and showed a fine cross-section of and showed a fine cross-section of persons residing in the St. Louis area as professional men and women, artisans, housewives, etc., were members.

ABC The Winnah

Continued from page 29

the country, playing theatre dates

the country, playing theatre dates, which is expected to help promote sponsor's sales. The five-minute Kienan strip will be Philip Moris' first venture into the commentary field.

Big question Mutual is facing is whether to keep airing "Storm." Philip Morris has been paying for 15 minutes of the show, with the remainder sustaining. Problem now is whether MBS will assume the cost of the entire production until another backer can be inked. Initially, Philip Morris sought to Initially, Philip Morris sought to move "Storm" to either NBC or

CIS.

"Queen" will definitely remain on, as half the stanza is bankrolled by Alka-Seltzer.

Agency on the daytime accounts for Philip Morris is Cecil & Presurer.

Imdrin Buys Heatter

Imdrin Buys Heatter
Mutual's commercial headache
is getting some relief from a dose
of Imdrin business. Rhodes Pharmacal Co., manufacturers of the
headache remedy, has bought two
quarter-hours on Gabriel Heatter's
7:30 p.m. cross-the-board commentary strip for its first venture into
network radio. Starting Sept. 20,
Indrin will back the Tuesday and
Thursday broadcasts, via O'Neill,
Larson & McMahon.

EXPANDED SUBWAY CIRCUIT

Pacific' Now Blamed for Scaring Off Musical Coin; Houston Junket Nixed

The terrific impact of "South Pacific," which some rival managements blame for hurting attendance at their shows, is also claimance at their shows, is also claimed to be crimping the financing of other proposed new musicals. As one disappointed producer complained last week, after an umpteenth audition had failed to raise the required capital, "One Man I was particularly counting on turned it down because he said it wasn't as good as "South Pacific.""

Although numerous angunced

Although numerous announced productions are understood to be in abeyance because of insufficient in abeyance because of insufficient funds, it appears that the coin shortage is especially tough in the case of certain proposed musicals. That's to be expected, since musicals normally cost several times as much as straight plays, and are generally figured as having less chance of making a sizable profit.

What might have become one of the most spectacular financing deals ever made was considered for a time last week by Herman Levin and Oliver Smith, producers of the forthcoming musical, "Gentlemen and Oliver Smith, producers of the forthcoming musical, "Gentlemen Prefer Blondes." They had ar-ranged to charter a plane to fly them, the authors, director, chore-ographer and some of the prospecographer and some of the prospec-tive cast members to Houston for a private audition for Glen McCar-thy, the multimillionaire oilman who recently created a publicity flurry with the opening of his lav-ish Shamrock hotel in the Texas sanital

ish Shamrock note: In the acade capital.

The junket was called off, however, because it was figured that McCarthy was not a likely-enough angel prospect to warrant the cost involved. The round trip was estimated as costing \$1,500. It had been hoped McCarthy would put up the necessary \$80,000 to complete the show's \$200,000 budget.

Equity to Mull Lifting 5% Alien Fee; British Schedule Similar Bite

Actors Equity may revise its alien rules to eliminate the 5% assessment on British players working in the U.S. The matter will be considered by the union's council are a registed and of business. cil, as a special order of business, at next Tuesday's (6) meeting. Un-less a reciprocal agreement is reached, British Equity has voted to slap a 5% assessment on Ameri-can actors playing in England, ef-fective Oct. fective Oct.

can actors playing in England, effective Oct. 1.

In an exchange of letters recently, British Equity has sought to work out a complete reciprocal agreement by which a card in either union would entitle the member to work in both countries without payment of additional dues or fees. In the meantime, the English organization has gone ahead and set the Oct. 1 deadline, after which a 5% tap will be put on U. S. thespers in that country.

As far as is known there's little prospect of modification of other phases of Equity's alien rule. Specifically, the stipulation that British players must wait six months between engagements in the U. S. is figured likely to remain intact, and there's believed sim chance that British Equity will try to have the English government's labor regulations amended to ease the employment of American players there.

There may be considerable opposition between the section of the control of the control

There may be considerable oppo

'Sugar Hill' to B'way

Eunice Healey may bring the all-Negro musical, "Sugar Hill," current at the Las Palmas theatre, Hollywood, to Broadway this fall. Former dancer, who has been associated with several New York shows, has lined up sufficient backing for the venture, but hasn't worked out terms with Paul Schriebman and Alvin Baranov, co-presenters of the Coast engagement.

ment.
"Sugar Hill" was written
Flournoy Miller and James
Johnson.

'Girls Go' On

"As the Girls Go" will switch

"As the Girls Go" will switch to Sunday performances and have a \$4.80 top week nights, when it reopens Sept. 13 at the Broadway, N. Y. Top will be \$6 Saturday nights, \$4.80 Sunday nights and \$3.60 matinees.

Despite the lowered scale, the musical will be able to gross almost as much in the new location, because of the larger seating capacity there. With a \$6.60 top week nights and \$7.20 Saturday nights, "Girls" could gross over \$55,000 a week at the Winter Garden, N. Y., where it played until Bobby Clark became ill. The star, who has been vacationing in New Hampshire, is reportedly well and anxious to get back into action.

and anxious to get back into action.

Michael Todd, producer of "Girls," insists he will get the Broadway for the reopened musical, despite claims by the presenters of "A Night in Spain" (formerly "Cabalgata") that their song-and-dance revue will remain in the house, where it has been playing since July 7. Between playing since July 7. Between plane trips to the Coast to line up stars for his proposed "Two-A-Day" vaudeville show, Todd has hinted that he has Lee Shubert's promise of the Broadway for "Girls."

BROWN SOLID CLICK IN LONDON 'HARVEY'

London, Aug. 30.

Joe E. Brown, taking over as Elwood P. Dowd in "Harvey." replacing Sid Field, has scored a solid
click at the Prince of Wales theatre. In his London legit bow, the
American comic was given an ovation at the final curtain, responding
with a speech. His performance h a speech. Hls performance s unanimously acclaimed by the

was unanimously acclaimed by the critics.

Brown, who starred in "Harvey" for several seasons on Broadway and the road, is subbing while Field takes a vacation. However, because of illness, Field had to leave the show earlier than planned, and his understudy played the part until Brown arrived.

Suit Vs. Allan Jones Settled on Song Use

There may be considerable opposition in the council and among the membership against relaxing the 5% assessment. The general attitude in the union recently has been toward more stringent alien regulations.

Julie Harris Slated For One of 'Wedding' Leads Julie Harris is reportedly set for one of the three leading parts in "The Member of the Wedding." Carson McCullers' tramatization of her own novel. Also sought for one of the leads is Ethel Waters. Robert Whitehead and Oliver Rea will produce the piay early in the fall.

ADD BOOKING OFC.

Brandt Theatres, which has built the "subway circuit" New York into a profitable opera tion, wiil add more houses and may go into legit booking on a national scale next season. Meanwhile, it will probably extend the current "subway circuit" season to a total of 26 weeks.

of 26 weeks.

Already, the Brandts are major employers of legit talent and personnel, with three lighted theaters, Flatbush, Brooklyn, Windsor Bronx, and Brighton, Brooklyn. Since opening the season June 14, they have provided a total of 30 weeks' employment so far. Salaries are generally minimum, as shows play to low admission prices.

The fourth house to be added to

Go' On

Lower Scale

Girls Go" will switch performances and have covered by the sward location of the sward location of the new theatre is not revealed and the builder is not identified, but it will have a large capacity and will operate at a low b.o. scale and play the same shows as the other houses of the circuit.

With many theatres, thoughout

circuit.

With many theatres thoughout the country in desperate need of sufficient product, the Brandts go into legit booking on a national scale next season. As a first step in that direction they are booking their production of "The Heiress," with Miriam Hopkins and Ralph Forbes, into the independently-operated Maryland theatre, Baltimore, for a pop-price run. In general, the operation would be at low b.o. scale and thus would depend on large-capacity houses.

The Brandts now buy the physi-

The Brandts now buy the physical productions of many Broadway shows that do not tour. They pay little for them, but the deal is profitable for the original manageprofitable for the original managements involved, since it saves them the cost of having the settings carted away and burned. All such productions are stored until there is an opportunity to use them, in some cases several years elapsing before a suitable star is available. For instance, the "Counsellorat-Law" setting is still in storage, waiting until Paul Muni is free to star in the show on the "subway circuit" and possibly elsewhere.

Besides the employment and au-

circuit" and possibly elsewhere.

Besides the employment and author royalties involved, the "subway circuit" operation probably builds future legit audiences, as many of the patrons at the Elatbush, Windsor and Brighton have never seen live entertainment before. After seeing one or two shows they frequently become regular they frequently become regular playgoers. It's on such audiences, the Brandts feel, that the legit theatre must build any comeback it may make.

Basic Agreement of N.Y. Producers, Treasurers To Be Extended for Yr.

Basic general agreement between Broadway theatre operators and the Treasurers & Ticket Seliers Union, Local 751, IATSE, will be extended for another year foilow-

extended for another year following expiration of the current contract in early September. Continuation of the old terms will be automatic under a clause providing that proposals for changes must be submitted 60 days in advance of the expiration. No such proposals have been entered by either side.

Individual contracts between the treasurers and theatres will also expire next week. It's expected that a number of switches will be made in employment tickets at the Shubert houses. The only direct casualty of the recent furor caused by the probe of N.Y. Commissioner of Investigation John M. Murtagh is expected to be Jack Pearl, whose contract, reportedly, will not be renewed. Pearl was suspended for refusing to answer Murtagh's queries concerning boxoffice tieups with ticket agencies.

BUILD THEATRES. Central Office for Mail Orders to All **Broadway Shows Now Being Mulled**

Abravanel to Baton 1st 3 N.Y. Weeks of 'Regina'

3 N.Y. Weeks of 'Kegina'

Maurice Abravanel, conductor of
the Utah Symphony Orchestra, will
guest-baton for the opening and
first three weeks of "Regina," musical version of "The Little Foxes,"
which Cheryl Crawford is presenting Oct. 31 at the 46th st. theatre,
N. Y., after a road tryout.

Abravanel, whose last Broadway
conducting stint was for the run
of "Street Scene" in 1947. arrived
in N.Y. last weekend to sit in on
final casting decisions, and beginning of rehearsals next Tuesday
(6). He'll be in N.Y. with "Regina"
until Nov. 19, then flying to Salt
Lake City for beginning of his
regular Utah Symph season. Ilis
first symph rehearsal is set for
Nov. 21, with first concert Nov. 30.

Abbott Backers Few on 'Touch'

George Abbott will have only 10 backers, including himself, for his \$100,000 production of "Touch and Go." revue by Jean and Waiter Kerr, with music by Jay Gorney. Among the investors is Anthony B. Farrell, Albany industrialist and owner of the Hellinger theatre, N.Y., with a \$10,000 slice. Incidentally, Farrell also has a \$100,000 share in, and will be associate producer of, the Theatre Guild's forthcoming musical version of "Pursult of Happiness."

Other "Touch and Go" limited

sion of "Pursult of Happiness."

Other "Touch and Go" limited partners include Howard S. Culiman, \$6,000; Abbott's daughter Judith Clark, \$20,000; his nephew Carl Fisher, \$10,000; his brother Burwell M. Abbott, \$12,000; his sister Isabel Juergens, \$6,000; the producer himself, \$21,000, and his secretary. Celia Linder, \$10,000. The partnership agreement provides for a possible overcall of 30%.

SHUBERT GUARANTEES 'NIGHT IN SPAIN' PAY

After a row last week between Daniel Cordoba, producer "Night in Spain" (formerly "Cabalgata") and the American Guild of Musical Artists, Lee Shubert has stepped in to guarantee expenses for the show. Understood there was a dispute about salary pay-ments, with the union taking a \$3,200 bond posted by Cordoba, plus \$400 of boxoffice receipts, to

plus 5400 of boxoniee receipts, to pay the cast. Shubert took over after Cordoba reportedly attempted to dismiss several cast members and then threatened to close the revue. As inreatened to close the revue. As owner of the Broadway theatre, where the Spanish song-dance pro-duction is housed, Shubert agreed to guarantee operating expenses and cover back salaries to the per-formers.

Dowling, Bel Geddes In **Houston Stock Group** Houston, Aug. 30.

Permanent stock company, to be called the Houston Players, will be started Oct. 1 by produceractor Eddie Dowling and designer-producer Norman Bel Geddes. producer Norman Bel Geddes.
Group will use the River Oaks theatre here, with Dowling slated to star in his original Broadway role in Saroyan's "The Time of Your Life" as the opening bill.
Ralph Mead, a local showman, will be in charge of the business end of the operation, with Robert O'Donnell, president of the Interstate circuit, which owns the house, having a substantial interest.

Central office to handie mail or-ders for ail Broadway shows has been suggested as a possible way to take care of the growing volume of such business. It's figured that a full-time agency, with a staff trained for the work, could do the job more efficiently and econom-ically than the present system of each theatre and producer's office filling orders for its own show. The theatre, it's pointed out, has

filling orders for its own show.

The theatre, it's pointed out, has always operated on a cash basis and is not equipped to take care of mail orders. As a result, the volume of mail orders for a prospective hit frequently swamps a boxoffice staff. The extra employees hired on such occasions are generally inexperienced and apt to be incompetent, so there are aimost certain to be delays and errors.

More important than the cost in-

errors.

More important than the cost involved in such situations is the inconvenience and resentment that may ensue. In the case of "Miss Liberty," for instance, the complaints from disappointed and embittered mail order patrons were so numerous that John M. Murtagh, New York City Commissioner of Investigation, questioned the theatre staff and the producers about it. Drama editors of nearly all New York dailies received letters of protest, some of which were printed.

printed.

Situations of that sort presumably hurt not just the shows directly involved, but tend to allenate theatre patrons generally. In job has been suggested. Its staff would be expert and, to insure against dishonesty, the individuals put under bond.

Of Illiants Profit

Of Ultimate Benefit

Of Ultimate Benefit

The idea would be that display ads for shows, including both the advance ones designed to puil mail orders and the subsequent plugs using critical quotes, etc., could carry a line specifying that orders be sent to a regular office, the address of which would be given. Admittedly, the public would take a while to become conditioned to the new setup, but then it might prove superior for patrons and management ailke.

Even if many orders were still addressed to the theatre or the producer's office, as before, they could be taken to the central office for handling. The central office, with a regular system and staff, should be able to keep abreast of the mail (Continued on page 58)

Revision on 'Best Play' Choice Will Be Sought At N.Y. Critics' Meeting

Revision of the N. Y. Drama Critics Circle rules governing the selection of the "best play" each season will probably be sought at the group's next meeting. John Chapman, N. Y. News critic, indi-cated in his column Sunday (28) cated in his column Sunday (2s) that he would sponsor a motion to that effect, and he implied that George Jean Nathan, of the Journal-American, and Brooks Atkinson of the Times, might support the proposal. Other members are also understood to favor change.

Channan suggests that the rule

understood to favor change.
Chapman suggests that the rule should not specify that the "best" play be of American authorship. He would make the award open to ail plays, regardless of the nationality of the author. Apparently, although he doesn't say so explicitly, he would do away with the "best foreign play" classification entirely. The critic broached the subject in writing about the reopening at the Royale, N. Y., last week of "Madwoman of Chaillot," French import, which received the

week of "Madwoman of Chaillot," French import, which received the "best foreign play" citation.

According to Chapman, a motion to eliminate the U. S. authorship requirement in the "best play" selection was presented two or three years ago by Nathan and Atkinson. It looked like a cinch for approval, he reports, but was "unaccountably" voted down in an official meeting.

'Roberts' to Wind Up 54-Week Chi Stay With Near-Record All-Time Gross

The Thomas Heggen-Joshua Logan comedy of Navy life, "Mr. Roberts," winds up lits 54-week run at the Erlanger theatre Sept. 17, a stones-throw away from shattering atones-throw away from shattering the all-time gross record of any legiter in Chi's theatrical history. As is, the production will have grossed more than any vehicle, including inusicals, in the amount of weeks it played. While six other legiters passed "Roberts" in length of stay here, its \$1,339,919.43 take was topped only by the "Good Might Ladies" gross of \$1,413,900 the latter holding the run record with its 100 weeks here.

Chances are "Roberts" could

with its 100 weeks here.

Chances are "Roberts" could have easily captured the gross lead if it didn't have to vacate the Erlanger to make room for "Death of a Salesman," which opens Sept. 19, since its top of \$4.33 nearly doubles that of the \$2.57 "Ladles." Then, too, "Ladles," with its appeal of bawdiness and semi-nudity and sreeching s.a. exploitation campaign, had the lush war years of 1941-'43 to capitalize on, while "Roberts" maintained its profitable weekly take consistently in view of upped prices, recessive economic conditions and tightened purse strings.

conditions and tightened purse strings.

Lowest weekly gross of "Roberts" hit around \$16,000 in May, but for the most part stayed near capacity. Average gross per week hit around \$24,400; weekly capacity is \$28,700. Other long-runners like "Ladies" did a top of \$17,500 weekly, pulling out at the same figure. "Life With Father," which had snagged the record with 66 weeks in the 1940-'41 season, until "Ladies," pulled out at a lean \$13,000, while "Voice of the Turtle," after 67 weeks in 1944-'45, vacated at \$17,000 with a \$3.60 top. "Maid In the Ozarks," a 62-weeker in the 1942-'43 season, pulled out at a weak \$6,000 with a top of \$2.75.

St. 75.
Contrary to the expected rule, "Mr. Roberts" did not get extra heavy play from conventions as did "Ladies," but the Heggen-Logan play remained intact despite cast changes, while it's doubtful that "Ladies" could have survived without Buddy Ebsen and Skeets Gallagher. John Forsythe and Jackie Cooper took over leads June 1, with Richard Carlson and Murray Hamilton bowing out. Hamilton is currently appearing in the Broadway production.

Wildberg, Kaufman Buy U.S. 'Chiffon' Rights For 75G Plus Percentage

London, Aug. 30.
Lesley Storm's "Black Chiffon," on the outstanding plays in the West End, packing the Westminster theatre despite unprecedented theat wave and house hear wave and house hear wave and house the storm of the sto heat wave and house being off the beaten track, has been sold for

heat wave and house being on une beaten track, has been sold for America.

Purchasers are John Wildberg and Joe Kaufman, who expect to stage show on Broadway late next year with practically an all-American cast, although they would have liked Flora Robson, currently starring in the London production. But Miss Robson will not be available till practically the end of next year, and then she will want a holiday.

W. and K. have, however, arranged for Charles Hickman, who produced the play in London, to stage it in New York. Understood price for Broadway and film rights is \$75,000 against 12½% of gross, plus 20% of the profits.

Although substantial offers have been made for the film rights, from practically every major Hollywood film company, no deal will be entertained till after the Broadway production. American owners are seriously considering producing the film in Hollywood themselves after its New York run, with Kaufman using his Hollywood experience in directing.

Cornell in Buffalo Debut

Erlanger, Aug. 30.
Premiere of Katharine Cornell's
"That Lady" is underlined for
Erlanger week beginning Oct. 17.
Rehearsals start Sept. 19, with Rehearsals start Sept. 19, with Guthrie McClintic directing. Rolf Gerard, English artist and stage designer, will do settings and

Session of Wing Program

Session of Wing Program
Several new courses will mark
the 14th session of the American
Theatre Wing's Professional Training Program, which gets under way
Sept. 14, with registration Sept. 69. Anna Sokolow, who is staging
the dances for the upcoming "Regina" ("The Little Foxes"), will
give a course in choreography for
Broadway shows. Carl Beier will
head a course on performances for
video, using guest lecturers.
The Wing is going stronger on
work groups and advanced acting
workshops, for actors in Broadway
shows, and Herbert Berghof and
William Hansen will be in charge
of these. Other new courses will
include one in Hebrew singing,
under Jacob Karsch; singer's appreciation of music, under Alma
Lubin, a new opera course under
Lillian Foerster, etc. Charles
Vance is director of the Wing program.

'Wisteria' Waits On 'House Party'

Whether or not the Theatre Guild decides to bring its "House Party" tryout to Broadway this fall may determine whether Joshua Logan produces his "The Wisteria Tree" this season. Logan adapted the play from Chekhov's "The Cherry, Orchard" as a vehicle for Helen Hayes. However, she is starring in "Good Housekeeping" in summer theatres and is committed for it if the Guild goes through with plans to bring it to town.

through with plans to bring it to town.

Apparently there was some misunderstanding between Logan and Miss Hayes, as he went ahead with the adaptation of the Russian classic in the belief that she would be available to appear in it. He was aware of her plans to do "Good Housekeeping" in summer stock, but thought there were no Broadway prospects for the William Mc-Cleery play.

Although the Guild has financed "Good Housekeeping" as part of a four-play package at a total budget of \$200,000, the McCleery comedy-drama has not been well received by strawhat audiences. So another play may be substituted for it by the Guild. In that case, Miss Hayes would presumably be available for "Wisteria." If so, Logan would schedule it for the fall, as his first solo production. He would also do the stagling.

Schloss, Philly Drama Critic, Hospitalized

Philadelphia, Aug. 30.
Edwin H. Schloss, drama critic of the Philadelphia Inquirer, is a patient at Eagleville sanitarium, Eagleville, Pa., with a lung allment. His condition is said to be satisfactory.

His condition is a control of the control of the catching cold recently. After catching cold recently. Schloss had a fever that refused to subside, so doctors X-rayed him and discovered the lung condition while it was in its preliminary cages.

Central Office

Continued from page 57

volume and make many less errors

volume and make many less errors.
After each day's orders were sorted, the required tickets could be obtained from the boxoffice all at once. Or, if the desired seats were not available, the patron would be promptly notified to that effect, via a standard form.

It's questionable if such a permanent office would be able to thwart diggers. Who use mail orders to get tickets to hit shows for resale to scalpers. However, the central office would be able to do so just as well as can the individual theatre or producer staff.

In any case, the management of the producer staff, and made to work. It will then submit the proposal to the Committee of Theatrical Producers and the League of N. Y. Theatres.

Shubert Largesse

Shubert Largesse
Decision to change the title
of "Cabalgata" last week to
"A Night in Spain" was at
the suggestion of Lee Shubert,
who operates the Broadway
theatre, N. Y., where the
Spanish song-and-dance revue
is current. Immediately after Spanish song-and-dance revue is current. Immediately after his return from a European vacation, Shubert pointed out that the "Cabalgata" name is meaningless to U. S. play-

goers
When he proposed the switch to "A Night in Spain," someone objected that there had been a Broadway show of that title some years ago. "I know," Shubert replied, "I swedyead it The title and the that title some years ago. "I know." Shubert replled, "I produced it. The title and the theatre both belong to me, You're already using one. Go ahead and take the other."

Shubert Proposal Stalls ATAM Talks

Proposal by Lee Shubert that the Assn. of Theatrical Press Agents & Managers become an open union, has stalled the organization's negotiations with the League of N. Y. Theatres. ATAM officials have flatly refused to consider the move, which they claim would wreck the union. Opening the rolls to new members would aggravate the already serious unemployment in the organization, they argue.

Except for Shubert's suggestion

Except for Shubert's suggestion, the ATAM-League negotiations for the ATAM-League negotiations for a new contract appears to be rela-tively clear salling. The union has asked for no increases or conces-sions covering employment condi-tions, And, other than the open-shop proposal, the theatre owners' group is reportedly ready to renew the current contract for another

Although the open-shop move was not settled at yesterday's (Tues.) ATAM-League meeting, members of the latter group's board are understood to be trying to persuade Shubert to drop his demand.

Legit Bits

Louise (Mrs. Watson) Barratt is critically ill at her summer home in Highlands, N. C. Her designer-husband planed to her bedside a week before the season finale of the St. Louis Muny Opera ... Sarah Marshall, teenage daughter of Edna Best, came east with her mother, who will costar with Maurice Evans in his production of 'Double Bill' ... Howard Lindsay and Russel Crouse are writing the book of a musical, for which Irving Berlin may supply the songs, for Ethel Merman.

Because of differences with librettists Dorothy and Herbert Fields, composer Burton Lane will not be associated with the Theatre Guild's musical edition of 'Pursuit of Happiness' ... S. M. Chartock will present a Gilbert and Sullivan tepertory, opening Sept. 26, at the Hellinger theatre, N. Y. The Playhouse, N. Y., rented the last year by the ABC network, reverts to legit this season ... Max Gordon will present, under George S. Kaufman's direction, "Metropole," William Walden's play about the New Yorker play, which he'll call "Make My Bed."

On the strength of the Improved grosses the last two weeks, a sec-

New Yorker mas, ber is already working on a New Yorker play, which he'll call "Make My Bed."

On the strength of the improved grosses the last two weeks, a second company of "Goodbye, My Fancy" will be formed to continue the Fay Kanin comedy on Broadway after Madeleine Carroll takes the original troupe on tour, opening Sept. 19 in Boston. Ruth Hussey, currently subbing as star, will head the new aggregation... Garson Kanin has written a new comedy. "The Rat Race"... Margo Jones has taken the "Summer and Smoke" company to Chicago for final rehearsals before next week's opening. Leblang's ticket agency has filed a notice in Albany on reclassification of its stock.

The Robert Whiteheads have gone to Colorado to visit her parents. Joanna Roos, who se "Among Ourselves" has just won the Thomas Wood Stevens award and will be produced this season at Stanford U., is working on a new script to be titled "Step-Mother". Saint Subber and Lemuel Ayers go to the Coast next deek to contab with scenarist Dwight Taylor on the book of "Heaven on Earth," for which Cole Porter is

(Continued on page 63)

Boston Area Silos Closing After Best B. O. Season; Other Barn News

Boston, Aug. 30.

Strawhat season in this area is winding up with the best record of grosses since the inception of the slo circuit.

With very few exceptions business has been sock most product.

ness has been sock, most produc-tions playing to capacity or near capacity for the season. Influx of names and name plays no doubt had plenty to do with heavy b.o. draw and results show that the public can still afford to see solid productions

productions.
Leading gross pullers were Tallulah Bankhead with a terrific
\$14,500 at Falmouth and \$14,300
at North Shore Playhouse. Appearance of Sarah Churchill in
"The Philadelphia Story" at Boston Summer Theatre grossed a
sock \$14,000 and resulted in bringing her back for an extra week,
with the house already sold out.
Grosses at North Shore Playlouse for the season hovered

ing ner back for an extra, week, with the house already sold out.
Grosses at North Shore Playhouse for the season hovered around \$13,000 for all attractions, the only disappointment of the season being "The Medium and The Telephone," which dropped to a mild \$7,000. Artists such as Miss Bankhead, Hildegarde, Helen Hayes, Cornel Wilde and Raymond Massey drew capacity houses and were sold out well in advance all over New England.
Boston Summer Theatre reported tall grosses for its 10-week season with such talent as Susan Peters, Kay Francis, Joan Blondell, Edward Everett Horton and Paul Lukas, all in the \$13,000 bracket. Appearance of Elizabeth Bergner in "Amphytrion 38" drew lowest figure (\$9,000) of an otherwise sensational season.

sational season.

Hayes-Lawrence Magic Parlay Dennis, Mass., Aug. 30. Helen Hayes and Gertrude Lawrence proved a magic b.o. parlay last week for Richard Aldrich, who operates strawhats at nearby Falmouth and here. Both actresses topped capacity, Miss Hayes grossing \$12,000 in a trout engagement of "Good Housekeeping," at the Falmouth stand, while Miss Lawrence racked up \$10,000 in her London hit, "September Tide," at the Cape playhouse here. Miss Lawrence (Mrs. Aldrich), is continuing "Tide" this week at Falmouth, with the house completely sold out in advance. Edward Everett Horton is starring here in Noel Coward's "Present Laughter," with a promising advance. This is the closing week of the most successful season for both theatres, their 23d and first, respectively.

'Money' \$8,000 at Olney
Olney, Md., Aug. 30.
Produced largely with its New
York cast and with Its original director. 'For Love or Money," with
John Loder and Vicki Cummings,
rolled up a neat \$8,000 at the Olney theatre here last week. Good
performances by the principals,
particularly by June Dayton, a resident member at Olney, in the ingenue role, brought favorable notices which helped the boxoffice.
While most summer theatres are
preparing to close up shop, the
Olney is now entering into the
solid part of its season, with its
strongest fare still ahead. Currently playing is Susan Peters in
"The Barretts of Wimpole Street,"
on which advance sales are excellent. Next month will see Helen
Hayes in "Good Housekeeping"
Moss Hart and Kitty Carlisle In
"The Man who Came to Dinner,"
and Sarah Churchill and Jeffrey
Lynn in "The Philadelphia Story;"
which carries the Olney season into October.
Director Harry Ellerbe left last
week for his home in Hollywood
for a rest. He will return to direct
the last two shows at Olney.

'Animal' \$7,300 in D. C.

ment runs to 1960.

Huntington, after experimenting with an eight-week season, said he would not run any longer in the future. He played comedies exclusively this year, with guest stars. Business was about 20% ahead of 1948. August being the racing season here, patronage at the theatre was the best in that month, although Hungtinton hit his highest gross his second week with Sarah Churchill and Jeffrey Lynn in "The Philadelphia Story."

'Jennie' Stockbridge Sleeper

Stockbridge, Mass., Aug. 30.
"Jennie Kissed Me." with Leo G.
Carroll, proved a sleeper at the
Berkshire Playhouse, Stockbridge,
grosslng \$4,990 at a \$2,90 top for
436 seats.

436 seats.

Producer William Miles reported an excellent advance sale for the current "The Corn Is Green," with Eva Le Gallienne, and "Yes My Darling Daughter" with Ann Harding, for the 12th and added week.

New Hampshires Silos Close

New Hampshires Silos Close
Manchester, N. H., Aug. 30.
By the end of the week, most of
New Hampshire's strawhat theatres will have put on their eamuffs. First to close, Aug. 27, was
the Salisbury Players in Sallsbury,
whose final production was Tennessee Williams' "The Glass
Mengageig Hamps of the Silos Close Control of the Silos Close
Manageig Close Control of the Silos Close Clos nessee w Menagerie.'

Menagerie."

On Sept. 3, these closings and final presentations will take place: Chase Barn theatre, Whitefield, 'My Sister Eileen''; New London Players, "Laburnum Grove"; Windham Players, Patrick Hamilton's "Rope"; Barnstormers, Tamworth, Peter Blackmore's "Miranda," and Peterborough Players, "Take a Dream," original musical by directors Allce Lee Edwards and Bertors Allce Lee Edwards and Ber Dream," orlg tors Allce L nard Welch. Lee Edwards and Ber-

San Antonio Revue

San Antonio Revue
San Antonio, Aug. 30.
"Show Window of 1949," revue
made up of local talent is to be
staged here at the YWCA Sept. 9
and 10.

Conn. Barn's Abrupt Fold

Conn. Barn's Abrupt Fold
North Haven, Conn., Aug. 30.
Brlef career of Broadway Playhouse, local strawhat operated by
William Cullen, came to an abrupt
end a week ago when the boxoffice suffered an acute attack of
sherlif's plasters. Demise left a
trail of unpaid bills in its wake.
Setup, an initial venture here,
never even got started, some performances playing to as few as 30
people. There was dissension between Cullen and certain associates who threatened to institute
(Continued on page 61)

(Continued on page 61)

Murtagh Hasn't Okayed 'Buys,' Though He Feels They Are Not Illegal

They Are Not Illegal John M. Murtagh, New York City. Commissioner of Investigation, on which advance sales are excelent. Next month will see Helen Hayes in "Good Housekeeping." Moss Hart and Kitty Carlisle in "The Mar who Came to Dinner," and Sarah Churchill and Jeffrey Lynn in "The Philadelphia Story," which carries the Olney season in to October.

Director Harry Ellerbe left last week for his home in Hollywood for a rest. He will return to direct the last two shows at Olney.

"Animal' \$7,300 in D. C.

Meridian Hill racked up a profitable \$7,300 last week with "The Male Animal," starring Ton Ewell. Town's outdoor playhouse, situated on 16th street's Embassy Row, has been drawing 'em in. Although operating on a non-segregation policy. Negro attendance has averaged only about 5%.

Namey Coleman and John Beal in "The Voice of the Turtle" are current at Meridian. Coming up is Libby Holman in "O Mistress Mine."

Spa Biz 20% Up on '48
Saratoga Springs, N. Y., Aug. 30. John Huntington, who closed his third season at the Spa theatre, Saratoga Springs, Saturday (27), announced that he had signed a more than the rose lickets at more than the leaf of the return to the commissioner of Investigation of the Commissioner of Investigation of the Commissioner's attitude is that "buys" are not illegal. However, if there is any overcharge of mere will take action.

There may be no more major developments in Murtagh's ticket scaping probe for a couple more weeks. The next important step is likely to be a recommendation that elecanes of one or two larger agencies be revoked. Also, there may be firework, possibly involving evidence of specific payments of "ice" by brokers to boxoffice the commissioner issues his final report on the ticket situation to Mayor William O'Dwyer.

Under the "buy" for "Blackouts."

Under the "buy" for "Bl

Total Legit Grosses

The following are the comparative figures, based on Variety's boxoffice estimates for last week (the 13th week of the season) and the corresponding week of last season;

BROADWAY	This Season	Last Season
Number of shows current	15	15
Total weeks played so far by all shows	197	251
Total gross for all current shows last week	\$409.600	\$362,000
Total season's gross so far by all shows	\$5,058,700	\$5,436,600
Number of new productions so far	2	2
ROAD (Excluding Stock)		
Number of current touring shows reported	8	15
Total weeks played so far by all shows	123	178
Total road gross reported last week	\$212,800	\$329,300
Season's total road gross so far	\$3,558,400	\$4,108,300

Strawhat Reviews previously proved his enthusiasm for cow-land material. He has managed to put a lot on and get a lot out of the limited space in this playbarn, even using slides effectively to lead into the second act. Edward T. Cooper's half-dozen sets help the action. Although politics has generally been a delicate subject for Hollywood, some of the content of "Texas, Li'l Darlin'" seems even more suitable for the films than, in its present condition, it is for Broadway.

September Tide Dennis, Mass., Aug. 22.

Dennis, Mass., Aug. 22.

Richard Aldrich production of drama
by Duphne DuMaurier in three acts dive
scenes) starring Gertrude Lawrence.
Staged by Arthur Sircom. with sets by
Eugene Pitsch. At Cape Playhouse, DenBubert Stages 22. 49: 33-80 top.
Robert Stages 24. 49: 33-80 top.
Robert Stages 25. 49: 33-80 top.
Robert Stages 25.

Texas, Li'l Darlin'

Texas, Li'l Darlin?

Westport, Conn., Aug. 29.
Lawrence Langner and associates production of musical comedy in two acts (12 scenes), with book by John Whedon and Sam Moore, music by Robert Enmett Dolan, Whedon and Sam Moore, music by Robert Enmett Dolan, Delmar, Elaine Stritch, Danny Scholl, Harry Bannister. Directed by Paul Crabtree. Choreography by Emy St. Just, Ethings and Ighting by Edward T. Cooper, A. Canada, M. Sam, W. Sam, W.

Up to intermission, "Texas, Li'l Darlin'" impressed as an unusually strong Broadway potential. Not another "Oklahoma!," nor anywhere hig enough for its river.

any strong Broadway potential. Not another "Oklahoma!" nor anywhere big enough for its title, but a bright musical with a lot of easy-to-take assets including the latest lyrics of Johnny Mercer.

But it was a different story in Act II. The story foundered and the score added little that was fresh. By the late finish—the running time at this catch was two hours and 25 minutes—"Texas. Lil' Darlini" had demonstrated it would have trouble opening even in Dallas, let alone Broadway, until a major material renovation has been accomplished.

John Whedon and Sam Moore, radio writers ("Great Gildent")

major material renovation has been accomplished.

John Whedon and Sam Moore, radio writers "Great Glidersleeve," currently "Hogan's Daughter") in their first legit collaboration, have an attractive idea in the campaign of a Texas back-country windbag for re-election to the State Senate against his daughter's war hero sweetheart. The role of the Lone Star soapboxer is, of course, a natural for Kenny Delmar, and he troupes through for all the part has. But the introduction of a Life mag-like publisher plotting a rebirth of the Republican party with the Texan as his White House stooge, changes the mood from comedy to a bad brand of travesty. The turns of the romantic plot are telegraphed far ahead, even to the kid sister bringing the lovers together.

gether.

Mercer, a lyricist whose thinking
to the state of Texas, gether.

Mercer, a lyricist whose thinking is big enough for the state of Texas, brings forth one of his largest numbers in "The Blg Movie Show in the Sky," which happens to be set in the same locale as "Riders in the same locale as "Riders in the sky" but is nevertheless a stopper, and was at performance caught when tenorized by Danny Scholl. Other noteworthy Mercer jobs are the love ballad, "A Month of Sundays," "It's Great to Be Alive." the title number paced by Delmar, and some ingenious verbal exercises. "Affable Balding Me," a poke at the Luce pubs' inverted English, and "Our Family Tree," the sauciest point in the score.

Robert Emmett Dolan's music is not the typical side, most melodious in "Month of Sundays." Dolan, incidentally, was at one of the pianos opening night. The most ambitious dance number is a brief ballet. "Elysian Heights." by Emy St. Just. Which contains little of distinction. Should the show make New York there are a number of principals, and addition to Delmar, who have qualified even if they haven't the name value.

Elaine Stritch is alive and sharp set the Texas gral whe helse earny as the Texas grant and the sharp as the Texas grant and the same value.

'Advanced Thinking' Of

Dallas Casino Defended
Dallas, Aug. 30.
"Dallas should be bursting with
pride over the State Fair Casino
and not grousing about a couple of
shows it doesn't understand." says
R. J. O'Donnell, Interstate Theatre
Circuit vp. and general manager.
There has been some beefs this
season over "Look, Ma, I'm Dancin'," and "Pal Joey," two "firsts"
for the summer theatre. O'Donnell
has just returned from trips to
both coasts and stated that the local Casino is the "talk of show
business."

Ousness."
"Consensus is that the Casino has exhibited more adanced thinking than any other summer theatre," said O'Donnell. "St. Louis now believes Dallas is right and Los Angeles actually is imitating us."

Chi Sked Perks: 'Roberts' \$25,500

Chicago, Aug. 30.
Legit is perking a bit here, with
Sept. openings eagerly awaited to
end drama drought of the past few

end drama drought of the past few months.

"Kiss Me Kate." opening at Shubert Sept. 22, has chalked up a terrif advance sale while Theatre Guild launches its season with "Summer and Smoke" opener at Harris theatre Sept. 5, followed by "Death of a Salesman" at Erlanger Sept. 19.

"Death of a Salesman" at Erlanger Sept. 19.

Meanwhile, "Mr. Roberts" continued to chalk up profitable returns in its 51st week and will probably wind up its record run here in near-SRO fashion. Play pulls out Sept. 17, with heavy road schedule lined up.

Estimate for Last Weck
"Mr. Roberts," Erlanger (51st week) (1,334; \$4.33). Capacity again at \$25,500.

Glenville to U.S.-Europe After 'Double Bill' Stint: Has Two Plays Readying

Peter Glenville, British director who's staging the Maurice Evans production of "Double Bill," increds to divide his time between New York and London henceforth. However, he figures on confining his activities to directing rather than becoming associated in management.

than becoming associated in management.

After the Broadway opening of "Double Bill," Glenville plans to return to London to arrange the production of two plays by U. S. authors. He wants to do both in the West End first, where costs are much lower, and bring them to America later, if they seem suitable. He hasn't revealed the titles of the plays or the names of their authors, and he hasn't yet started dickering for London showings for

Paced by Gertrude Lawrence, September Tide" comes in largely because of the extraordinary illumination with which she plays the central character. She sustained it for nine months in London, there seems no doubt that she could do the same on Broadway.

Daphne DuMaurier's play has its points to begin with. The central theme is that despite the present generation's cynicism, its repudiation of moral values, its bad manners and brash iconoclasm, it can be brought back into the fold through a demonstration of love, of moral fibre, of the basic concepts of right and wrong.

The demonstrator, of course, is Miss Lawrence, as a radiant widownamed Stella Martyn. To her Cornish home above the sea comes her daughter, a bright young thing of 22 or so, and her new son-in-law, an artist nearing his 40's whose war-jaundiced eye is matched by a needle-pointed tongue. Stella, though long on gallant equanimity, is staggered to learn her daughter and son-in-law had lived together some time before their marriage, and appalled at their matter-of-factness as bride and groom.

There presently develops a large hole in the artist's cynical armor and Stella, the eternal romantic (and not too much his senior in years), unwittingly puts her finger in it. The result is an exceedingly ardent romance between mother and son-in-law. The solution to this situation, which occasionally has the atmosphere of Portia facting in a brilliant scene involving, again unwittingly, Stella's son.

The factor that lifts this not-too-excessively British romance within hailing distance of distinction and gives it its American passport, is the dialog. Even in the lusher moments of romance it remains balanced, poised, telling, while in the crips exchanges between, for example, the artist and Stella's perennial suitor, it has wit and surprise. Still it is, from the outset, Miss Lawrence's play. She makes Stella a hypnotic character; it is hard to take eyes off her. While it is clear to everyone that she overdoes the inflection, the gesture, the pause, it is all p authors, and he hasn't yet started dickering for London showings for them.

Although Glenville has staged numerous shows in London.
"Double Bill" will be his first Broadway assignment. He has full authority for the job, as the contracts of the author, Terence Rattigan, give him final say on casting, production details and performance. Glenville staged the original production of the Rattigan pieces in London. Incidentally, the author will come to the U. S. to attend the "Double Bill" tryout in Princeton and the Broadway opening.

'Okla.!' \$18,900, Montl.

Montreal, Aug. 30,
"Oklahoma:" paying a third visit
to His Majesty's (1,579 seats) did
the usual sellout business, grossing
\$18,900 for four performances. The
three-day stand was scaled to a
\$3,94 too.

three-day stand was sedict to a \$3.94 top.
Company is in Ottawa this week for another three-nighter, moving into Toronto for a week opening Sept. 5 and then on to Hamilton for three days.

qualified even if they haven't me name value.

Elaine Stritch is alive and sharp as the Texas gal who helps pappy pitch for votes, and her song selling is expert in duets with Scholl and in her soloing of the broad "Family Tree." Scholl, a pleasurable tenor, is not an impressive actor, but the role is reticent, anyway, Fred Wayne scores a number of the best laughs as the magazine staffer who discovers the Texas politician and Harry Bannister is politician and Harry Bannister is

Dallas Casino Defended B'way Biz Eased, Despite Several Sellouts; 'Anne' \$17,700, 'Liberty' 43G, 'Fancy' \$11,600, 'Madwoman' \$17,900

'Norway,' With \$51,000, Disappoints St. Louis

St.: Louis, Aug. 30. "Song of Norway," the second most expensive production staged in the 31-year history of the Muin the 31-year instory of the Mu-nicipal Theatre Assn's alfresco-theatre In Forest Park, proved a b.o. disappointment to the man-agement during the first week that wound up Sunday (29). There is no indication that biz will ac-celerate during the second and last

session.
Seven performances drew 71,000 payees and a gross of approximately \$51,000, despite the presence of four of the original cast, Helena Bliss, Robert Shafer, Robert Bernard and Sig Arno; raves from the crix, and an extensive advertising crix, and an extensive advertising campaign and bally.

'Crazy' \$41,500, 'Shoes' 50G, L.A.

Los Angeles, Aug. 30.
Sweltering weather didn't help
the outdoor production of "Girl
Crazy" at the Greek theatre in
Griffith Park, and the stage debut
of Buddy Clark has to be put down
—at least for the first week of the
show—as none too hot. Clark was
treated wel by the critics for an
easy manner onstage, but his pipes
couldn't get across to the poorlymiked vastness of the amphitheatre.

couldn't get across to the promy miked vastness of the amphitheatre. "High Button Shoes." In its second week at the Philharmonic Auditorium, dropped a little. "Blackouts of 1949" wound up its 375th and last week with the same near-capacity take it has enjoyed for more than seven years. "Sugar Hill," all colored revue at the Las Palmas, continues to do fair biz. Estimates for Last Week
"Plackouts of 1949." El Capitan

"B'ackouts of 1949." El Capitan (375th wk) (1.142; \$2.40), Solid \$17.100.

\$17,100.

"Girl Crazy," Greek Theatre (1st wk) (4,400; \$3,60). So-so \$41,-

(1st wk) (4,400; \$5.00). 50-80 \$41,-500. "High Button Shoes." Philliar-monic Aud (2d wk) (2,670; \$4.80). Down from first week, but still fairly strone at almost \$50,000. "Suzar Hill." Las Palmas (7th wk) (388; \$3.60). Good \$7,000.

Current Road Shows

(Aug. 29-Sept. 10)
"Brigadoon" — Int'l, Vancouver,
B. C. (29-3): Grand. Calgary (5-10).
"Diamond Lil"—Lafayette, Det.

"Diamond Lil"—Latayeee,
(30-3).
"Death of a Salesman"—Cass.
Det. 5-10).
"Finian's Rainbow"—Shubert, N.
Haven (29-3): Nixon, Pitt. (5-10).
"High Button Shoes"—Philharmonic, L. A. (29-10).
"Kiss Me, Kate"—Curran, Frisco

(29-10). "Mr. Roberts" — Erlanger, Chi

(29-10). "Oklahoma!" — Capitol, Ottawa (29-3): Palace; Hamilton (1-3); Royal Alex., Toronto (5-10). "Streetear Named Desire" — Geary, Frisco (29-10). "Summer and Smoke"—Harris, Chi. (5-10).

Longhair Shorts

Longhair Shorts

Jarmila Novotna, recently on tour with Sigmund Romberg's orchestra, has signed with the San Francisco Opera Assn. for performances this fall in Frisco and L. A. in "Don Giovanni," "Faust" and "Tales of Hoffman" . Nell Rankin, young American contralto, pacted by Zurich Stadtheater for opera appearances in German this season . . French conductor Paul Paray to open Israel Philharmonic Orchestra's 1949-50 season at Tel Aviv Oct. 4. Isaac Stern will make his first appearance in Israel in September in pre-season concerts with the orch under Michael Taube's baton.

'BRIGADOON' \$29,000, SEATTLE

Scattle, Aug. 30.
Ten-day engagement of "Brigadoon" at the 1,500-seat Metropolitan, scaled from \$4,50 for or-chestra, hit close to fine \$45,000, getting \$29,000 of it last week.

Attendance for most Broadway shows eased slightly last week from the heetic pace of the previous week. But conditions were still much better than during the hot spell of July and early August. Little change in the present pace is due until after Labor Day, when the traditional climb begins. Although receipts for individual shows ebbed a bit last week, the reopening of "Anne of the Thousand Days" and "Madwoman of Chaillot" increased the list to 15 entries and boosted the total gross for all houses. Next opening, excluding "Blackouts," the Ken Murray vaude show, will be the return of Mae West in "Diamond Lil," due Sept. 7 at the Plymouth. No closings are scheduled for the next few weeks.

Estimates for Last Week

Estimates for Last Week

No closings are scheduled for the next few weeks.

Estimates for Last Week

Keys: C (Comedy) D (Drama),
CD (Comedy) Drama), R (Revue),
M (Musical), O (Operetta).
Other parenthetic figures refer
to cating engeliu and fon price,
including 20% amiscement tax.
However, estimated grosses are
met; i.e., exclusive of tax.
"Anne of 1,000 Days:" Shubert
30th wh (D-1,361; \$4.80). Maxwell Anderson costumer, presented by the Playwrights' Co. resumed last week after a summer
histus: started promisingly at
\$17,700.

"Born Vesterday." Miller (186th
wk) (C-940; \$2.40). Tapered off a
bit, but still bettered recent weeks;
\$6,000.

"Nicht in Spain." Broadway
(8th wk) (R-1,900; \$3.60). Spanish
dance-and-song show, formerly
tilled "Cabalgata," ross a step to
\$18,800.

"Death of a Salesman," Morosco
(29th wk) (D-919; \$4.80). Also slid a
notch or two, but plenty of profit
at \$21,500.

"Goodbye, My Fancy." Fulton
(40th wk) (CD-366; \$4.80). Slid shid
(D-1,057; \$4.80). Also slid a
notch or two, but plenty of profit
at \$21,500.

"Goodbye, My Fancy." Fulton
(40th wk) (CD-366; \$4.80). Slightly
affected by the general trend, but
ample margin at \$11,600.

"Howly, Mr. fee of 1956,"
Center (14th wk) (R-2,964; \$2.88).
Always a favorite attraction for
tourist and family trade; \$37,000.

"Kiss Me, Kate." Century (35th
wk) (M-1,654; \$6). Same every
week all the house will hold at
\$47,200

"Lend An Ear," Broadhurst
(37th wk) (R-1,160; \$6). Reacted

"Lend An Ear," Broadhurst (37th wk) (R-1.160; \$6). Reacted to general conditions, but plenty profitable at \$25.300.

to general conditions, but plenty profitable at \$25.300, "Madwoman of Chaillot," Royale (26th wk) (CD-1,035; \$4.80). Maurice Valency's adaptation of the Jean Giradoux original, presented by Alfred deLiarre, Jr., relighted last week after an eight-week recess; got away with a spurt; \$17,900, "Miss Liberty," Imperial (7th wk) (M-1,400; \$6.60) Fased just a trifle under capacity; \$43,000. "Misser Roberts," Alvin (80th wk) (CD-1,337; 4.80). Climbed back to capacity-plus \$34.500. South Pacific," Majestic (21st wk) (M-1,659; \$6. Absolutely the limit, as always: \$50,600. "Streetear Named Desire," Earrymore (91st wk) (D-920; \$4.80). Ebbed a couple of notches to \$16,600. "Where's Charley?" St. James (46th wk) (M-1,509; \$6). Ray Bolger starrer is maintaining its great pace; capacity \$37,800 again.

'Kate' \$41,300, Frisco; 'Streetcar' \$24,000

San Francisco, Aug. 30.
With two hot boxoffice draws in too be a legit showman's dream. The pace for both "Kiss Me, Kate" and "Streetcar Named Desire" fapered off slightly last week, but conditions were still far better than local theatre men can recall in the past

past. Estimates for Last Week

"Kiss Me, Kate," at the 1,775seat Curran, got a throbbing \$41,300 at a \$4.80 top for its third week.
It will continue through Sept. 17.

"Streetcar Named Desire," at
the 1,550-seat Geary, pulled a juicy
\$24,000 at \$4.20 top for its fifth
week. It stays at least two more
stanzas.

Shows in Rehearsal

"Death of a Salesman" (road)→ Kermit Bloomgarden & Walter Fried.

ried.
"Double Bill"—Maurice Evans.
"Touch and Go"—George Abbott.

Meet Sept. 20 on Mutual Problems

Conference of theatre benefitchairmen of various organizations
In the New York area will be held
sept. 20 at the Essex House, N. Y.
Confab, called by Sylvia Siegler,
president of the Show of the
Month Club, is aimed to provide
an exchange of views between theatre party representatives and
Broadway managements.

More than 100 representatives
of organizations, from New York

Broadway managements.

More than 100 representatives of organizations, from New York City, Westchester county and Connecticut and northern New Jersey have been invited. All are in charge of arranging theatre benefits for their outfits. About 75 have accepted so far. Also, legit producers, business managers, pressagents and actors will outline their views about theatre parties and how they might be improved. It's figured that most theatre party chairmen have little knowledge of how the Broadway theatre operates. Also, those associated with Broadway shows are unfamiliar with the setup of organizations holding benefits. Miss Siegel hopes that an airing of views may be mutually helpful. Also, the affair is Intended as a prestige builder and possible business getter for Show of the Month Club.

The Assn. of Theatre Benefit

ness getter for Show of the Mohin.

The Assn. of Theatre Benefit Agents, of which Miss Siegler is a former member and which has opposed her booking parties, has meantime announced the list of new shows for which it will sell benefits. The lineup includes the Maxwell Anderson-Kurt Weill "Lost in the Stars." Katharine Cornell's "That Lady," Cheryl Crawford's "Regina" musical, the Maurice Evans "Double Bill." Lillian Hellman's "Montserrat," S. M. Chartock's Gilbert and Sullivan series and George Abbott's "Touch and Go" revue.

'Medium' Claimed So Good, It Only Seemed Short

New York.

Editor, VARIETY:
In the Aug. 17 VARIETY, your review of "The Medium" and "The Telephone" says that: "Production has been necessarily streamlined for barn travel, but gives the impression of having been cut too much. Never too long on Broadway, it is now too short."

As musical director of the recent

way, it is now too short."

As muslical director of the recent tour, I would like to say that not one bar or even note has been omitted from the original production in the tour of summer theatres. We have performed it in its entirety at all times, although some sustained, probestral, presented years. ty at all times, although some sus-tained orchestral passages were played a little faster in our two-piano setup. Maybe the show you caught was so good, you felt it was all too short.

William McDermott.

Jennerstown (Pa.) Musical

Jennerstown (Pa.) Musical
Pittsburgh, Aug. 30.
For first time in its long strawhat history, Mountain Playhouse at
Jennerstown, Pa., will try out a
new show, a musical. It's "Let's
Take Stock." Tuner opens tomorrow night (31) and will run
through Sept. 10.
Book and lyrics were written by
William Wheeling, senior at Haryard and native of nearby Windber, Pa., and the music by Wheeling and Russ Ames, also an undergraduate at Cambridge. Wheeling
worked as an apprentice at Jenperstown last summer and found
the material for "Let's Take
Stock" on the job.

Don Hirst, legit actor, now playing leads in films for Army Signal Corps, at Astoria, N. Y., while continuing his scripting chores on the TV show, "You Are An Artist," on NBC.

FOR SALE Summer Playhouse

in Bridgton, Maine Seating capacity approx. 400 1n operation 1916-47-48

'Lil' Opens Det. Season

Detroit, Aug. 30.
Detroit's 1949-50 legit season
turns on the lights tonight (30)
when Mae West's "Diamond Lii"
opens a six-day engagement at the
Shubert Lafayette.

The Cass will open its season Sept. 5 with "Death of a Salesman," with Tom Mitchell and June Walker. "Salesman" will be in town two weeks, the first on Theatre Guild subscription.

'Finian's' to Start Pitt Legit Season Sept. 5

Plttsburgh, Aug. 30. Legit season of 1949-50 at Nixon will get under way Labor Day week (Sept. 5) with return engage-ment of "Flnian's Rainbow."

From looks of things at present, house will be dark immediately following "Finian." relighting Sept. 19 with "Mister Roberts," which comes in for three weeks, running through Oct. 8. It'll be the first touring date for the national company of the Thomas Heggen-Joshua Logan hit, following its 54-week stay in Chicago, where it closes Sept. 17. From looks of things at present,

Hefty '49-'50 Sked Set For Des Moines Season

For Des Moines Season
Des Moines, Aug. 30.
D. C. Peterson, manager of the
4.200-seat KRNT Radio theatre
here, has the following setup to
date for the 1949-50 season: Blackstone, Sept. 19; "The Silver Whistle," Nov. 7; "Finlan's Rainbow,"
Jan. 1-2; "Mr. Roberts," Jan. 10-11;
Baliet Russe de Monte Carlo, Jan.
12; Marlon Anderson, Jan. 23;
"Blossom Time," Feb. 16; "Skating
Vanities," Feb. 21-26; Oscar
Levant, March 3 and "Merry
Widow," March 30.
Several other shows and concerts

Several other shows and concerts will schedule definite dates soon, including the Metropolitan Opera

Play Abroad

The Cocktail Party

The Cocktail Party
Edinburgh, Aug. 23.
Sherek Players, Ltd., production of
comedy in three acts by T. S. Eliot. Directed by E. Martin Browne. Settings by
Anthony Holland. At Edinburgh Inter
Edinburgh, Aug. 22.
93. Edward Chamberlayne Robert Flemyng
Julia (Mrs. Shuttlethwale) Catheen Nesbitt
Cella Coplestone Catheen Nesbitt
Cella Coplestone Internet Worth
Alexander MacColgie Gibbs. Ernest Clark
Peter Quilpe Donald Houston
Unidentified Guest Alec Guinness
Lavinis Chamberlayne
Lavinis Chamberlayne
Caterer's Men. Donald Bain. Martin
Beckwith

Dramatic highlight of the current Festival, the first new play in 10 years by poet-dramatist T. S. Eliot, emerges as provocative but overiong and a confusing intellectual crossword puzzle. Serious theatre enthusiasts, especially those congenial to Eliot's philosophy, will be talking about it for a long time to come. But probably no two would agree as to what it means. West End production chances look promising, but N. Y. success looks doubtful.

doubtful.

Playwright has written in more realistic and colloquial terms than in either of his two previous plays ("Murder in the Cathedral" and "Familly Reunlon"). For the first time a chorus is missing. The verse is more felt than heard—in internal rhythms of language and heightened imagery. Though labeled a comedy, play is closer to being a psychological problem piece or drawing room tragedy, with marked resemblance to Philip Barry's "Hotei Universe."

Plot ostensibly deals with inner

Plot ostensibly deals with inner and outer conflicts involving a group of characters caught in a tangle of marital and extra-marital misunderstandings. Title, partially e of marital and extra-marital nderstandings. Title, partially (Continued on page 61)

May Revive Old Socials, With Accent on Legit

With Accent on Legit
Click of the sundry "RendezVous With the Theatre" shindigs,
staged at the Hotel Plaza's RendezVous Room, New York, has inspired Jim Sauter and others in
the American Theatre Wing to revive possibly the old Mayfair or
60 Club as a regular Saturday
night social group, with accent on
the legit.

The ATW benefited from five

the legit.

The ATW benefited from five musicals, the last being Thursday night's (25) tleup with "Kiss Me Kate." The entire \$2 couverts go to that fund. Alfred Drake, Lisa Kirk, Patricia Morison, Harold Lang, Agnes deMille, Mary McCarty and Ruth Hussey participated. There were pienty of donated gifts as door prizes, dance contest award, etc.

As the pre-Labor Day blowoff

contest award, etc.

As the pre-Labor Day blowoff was signalized with "Kate," Sauter, who has been officiating as host for the Wing, bethought himself of the yesteryear Mayfair nights at the old Ritz-Cariton, and their impact on New York's legit-socialite seasons.

Legit Follow-Ups

The Madwoman of Chaillet (ROYALE, N.

(ROYALE, N. Y.)

Jean Giraudoux's rich satire on modern politics, business and the general art of living resumed trade at the Royale, N. Y., last week (22) after an eight-week vacation, picking right up where it left off. A few replacements have in no way weakened the play or its punch, so that this allegorical study of the struggle of the peaceful little people against the wicked big shots of the world remains a fascinating evening.

the world remains a fascinating evening.

Martita Hunt continues to give a virtuoso performance as Countess Aurelia, the Madwoman who sets the world right. If possible, she's grown in the part, self-assured, wacky and absolutely captivating. Her lengthy dissertation on her way of spending the day is still a brilliant bit, and the meeting with her two mad cronles in her celiar is still the evening's comedic high-spot. John Carradine, as the ragpicker, leads the support, and scores a bullseye with his mock-defense of the capitalists. Estelle Winwood, as Mme. Constance; Leora Dana, as the waitress; Nydia Westman, as Mile. Gabrielle, stand out in a uniformly good cast. Martin Kosleck, back after an absence for film work, continues to make a gifted part of the deaf mute role.

Louis Sorin, replacing Ciarence.

gifted part of the deaf mute role.

Louis Sorin, replacing Ciarence
Derwent as the corporation president, plays the role more affably,
less suavely. It is a different interpretation, but no less effective.
Jonathan Harris, who originally
had the broker's role, has moved up
to the part of the inspector, originally held by Vladimir Sokoloff.
And while less sinister looking,
he's just as enigmatic, glving an exceilent performance. It hasn't the
flavor of Sokoloff's portrayal, but it
has a good flavor of its own. Fay
Roope, taking over as the broker,
gives the part the proper bluff. Roope, taking over as the gives the part the proper pushing quality.

Finian's Rainbow

(SHUBERT, N. H.)

New Haven, Aug. 30.

With some refurbished scenery, freshened up costumes and a firstrate troupe, including new leads, "Finian's Rainbow" stepped off here on the first leg of a tour that will touch Pittsburgh, Kansas City, Detroit and Sait Lake City on the way to a Coast run beginning in late September.

Show drew an enthusiastic reception in this town which is extremely critical from legit angles. Score still rests easily on the ears, even after a couple of seasons. Dance routines come through terrifically, novel choreography getting upper crust rendition by a fleet group. Excellent vocal ensembles also get a substantial hand. Harry Stockwell and Marilyn Day have taken on the top romantic spots and both are well received. Stockwell has been around for some time but for Miss Day, it's her most important role to date. She fills the bill with appeal to spare. Curtis Cooksey, also new to this cast, does a good job as the stuffy southern Senator.

Joe Yule again does the Finian role in good shape, and other repeaters who score are Charles J. Davis, Carmen Guterez, Eddie Bruce, Berenice Hall and Maude Simmons.

Although Bretaigne Windust is credited on program as director, actual staging has been to the control of t

Although Bretaigne Windust is credited on program as director, actual staging has been handled by James Russo, who assisted Windust on original production.

Bonc.

Strawhat Reviews

Denver, Aug. 29.

Elitch theatre presentation of comedy in tiree acts by Benn W. Levy. Produced by Arnold Gurther, in association with Irving Jacobs. Stars Ruth Matteson, Ruth Ford, Whitfield Connor, Walter Greaza; Carleire Carleton. Direct Gold, At Elitch theatre, Denver, Aug. 28, '49.
Julian Pugh Whitfield Connor Arthur Poinfret Walter Greaza; Deborah Poinfret Ruth Ford Jane Pugh Ruth Matteson, Arthur Matteson, Carleton, Carleton,

"Clutterbuck," giving its American premiere at Elitch stock theatre here to SRO crowds, likewise packs the house with laughs, especially when it gets rolling after a dragging start. Running about two hours and a half, with two intermissions, "Clutterbuck" could stand some judicious trimming which should be done before play can go Broadway. It rolls out sex in heavy doses in such manner that the audience eats it up. It will go over in N. Y. without any trouble.

Cast is small, being three couples and a waiter, with the man carrying the title role being on stage once in each act and not saying a word, but carrying a load of potentialities. Starting rather slowly, the action gets going after long dialog which sets the stage, bringing the audience up to date in the before-marriage sex life of the two couples who carry most of the show.

show. The two wives each spent a spell with the same man prior to marriage. Then, to give the play a seemling surfeit of sex, it's revealed that the two husbands each lived for a time with the same woman, and to top it off the man and the woman were later married, and are on board the crulse with the two couples. The nien are never enlightened as to the pre-marital dawdling, nor do the wives receive any inkling of their mates' misdoings. However, the women teli each other of their conquests, as do the men.

In the title role of "Ciutterbuck."

each other of their conquests, as do the men.

In the title role of "Ciutterbuck." Peter Hobbs walks across stage three times, but with dynamite in his step. The five with the principal parts, all meaty, carry themselves well. Their diction is tops, getting everything out of the roles. Ruth Matteson, as Jane Pugh, has the popular part and holds it up throu ghout. Claire Carleton brought in to be the ingenue, snaps the action when she comes on in the second act in a revealing bathing suit, and panies the housewhen, after getting one of her former paramours to do her back with suntan lotion, she asks the other, with his wife there, to do her legs, and plops one of them in his lap. In a few words, "Ciutterbuck" is sex in a triple dose, and then tripled. As one of Miss Carleton's lines goes, "You can't blame a tom-cat for being a tomeat."

Direction by Norris Houghton, who is slated to go to New York with the play, is invigorating. Two settings by Alvin Colt are excellent, with the hotel scene the winner.

Broomstick

Broomstick

Holiday Stage production of Norman Mennes, Florence and Harold Turney presented in the stage production of Norman Mennes, Florence and Harold Turney presented in the stage production of Norman Mennes, Florence and Harold Turney presented in the stage of the stage of

Buffalo. Aug. 30.

get back to their typewriters for a careful job of rewriting, principally polishing, they may have something in this amusing compound of domestic comedy, double identity, witchcraft and fantasy.

June Lewis is cast in the double role of wife to Donald Woods, Man-

Sepiember Tide
pany. Nobody ever had to overcome a tougher handicap than he
in turning a pompous ass into a
highly romantic figure, and he
scores in a very difficult role, contributing in large measure to the
play's overall effect. Others are less
important, but Jean Gillespie does
well as the daughter, Edward Ashley is suitably stuffy as the suitor,
Mabel Taylor is okay as the maid,
and John Kerr gets in a good lick
as the son. The play actuality runs
a full three hours and could stand
a good deal of pruning here and
there without interfering with the
mood, but held interest in the
excellent staging by Arthur Sircom.
It also has a couple of fine sets by
Eugene Fitsch.

Litterbuck

Denver, Aug. 29.
Elitch theatre presentation of comedy
in three acts by Benn W. Levy, Produced
in the stage of the research of the reasons why he wants to live
out the rest of their days in a
nudist camp, sans clothes, sans
food, sans sanitation.

Woods doesn't get all the subtle
woods doesn't get all the good and the subtle
woods doesn't get all the sub

food, sans sanitation.

Woods doesn't get all the subtle comedy of his role but delivers a fairly workmanlike job. Miss Lewis does ably in her two parts, Miss Marshe gives her flighty role a dizzy character, and Alvin is okay as the publisher. E. Alyn Warren's direction is excellent. So is the one-set Gotham apartment by E. Willard Schurz. Production by Norman Mennes, Florence and Harold Turney is good.

Dag.

You Got a Regatta

vance Lou Bridge Sandra Glor Bridge Joe Glor Bridge Joe Retretainer Wafe Williams Ensemble: Lesley Savage. Barbara Da Kara Jine Irving. Ann Raskin, Jackie Dave Pomeran, Jay Johnson. Children: Edo Cook, Nuty. Cray. Peter Cook, Russell King, Lennie Dacunto.

Whether intentional or not the fact that "You Got a Regatta" confines itself to a running time of approximately 75 minutes is advantageous. This brevity allows little time for the development of a hackneyed plot and is responsible for the show traveling at a fast and pieasant pace. As a Broadway entry, the musical is too short and too thread-are to warrant production, but as summer theatre fare tion, but as summer theatre fare it's ok.

Show, however, could use some Show, however, could use some padding. A dance specialty, another tune or an additional scene revolving around the fennne comic would be helpful. If lengthened a little, musical might do as a package for the summer circuit or could even fill one-night stands on the borscht circuit.

could even fill one-night stands on the borscht circuit.

Cv Coleman and Larry Steiner, in the music and lyric department, respectively, show promise. Coleman, a nitery planist and composer, has turned out a listenable score, while Steiner shines In spots with some clever wordage. Show sports 12 numbers, leaving little time to the story of a boy and girl who compete in a regatta. Boy wins, girl contests decision. Girl's widowed mother and boy's wifeless father, affected by similar situation years ago when they were in love, realize their mistake and, not wanting the same thing to happen to their children, manage to straighten out the whole affair.

Patricia John Canty in the in-

straighten out the whole affair.

Patricia John Canty in the ingenue roie gives a pert performance and offers a cute rendition of "Daddy Why?" questioning the whys and wherefores of sex. Chris Hamilton, as the youth and Lou Frizzell, as his father, are okay, with latter showing good voice in his balladeering of "Strange How Love Can Last." Paulette San Marchi's comic antics are good for some laughs, and Helen Donaldson does nicely as the mother.

Best showmanship display ac-

does nicely as the mother:

Best showmanship display accompanies the tune, "My Father Called Her Bingo," done in the vaudeville idiom, complete with cane, derby and strut. As the opening and closing number, "All For The Glory," captures the feeling of the show. Musleal accompaniment is adequately supplied by duopianists Paquita Anderson and Edward Hein.

BUFFALO TROUPE RESUMES

Buffalo, Aug. 30.

Academy of Our Lady of the Blessed Sacrament BROADLEA HALL, GOSHEN, N. Y. Chartered by the Regents HIGH SCHOOL

A boarding school for girls in an ideal country setting
Conducted by THE SISTERS OF ST. DOMINIC OF BLAUVELT
Address: The Directorss—Plane: Goshen 476

Literati

Vanderbilt's Bedside Cuts ornelius Vanderbilt, Jr. ls cut-Cornelius Vanderbill, Jr. ls cut-ting hls European travelog film from his bedside, having been laid

from his bedside, naving been laid up ever since returning to New York two weeks ago. His wife, at first, was thought to have been stricken with polio but while she, too, is still convalescent, her ailment has now been diagnosed as different.

ment has now been diagnosed as different. "Vagabonding with Vanderbilt" is the columnist-lecturer's theme for the 1949-50 season, predicating his views on a vast amount of footage shot during his stationwagon tour of the Continent. Vanderbilt Is also slated for some guest-shots on the radio and video as soon as he recovers.

Mackall's 2d Edition

Lawton Mackall has brought out
a second edition of "Knife and
Folk in New York" under a continuing Doubleday imprint. A
jacket spotlight tag proffers further footnotes and revisions, as
changes occur. These are for Iree.
Mackall has attractively grouped
his categories of New York's and
near Golham's many variations of
pubs, "clubs, eateries, dineries,
drinkeries and plush restaurants.
A good gourmets' guide for the
heps and the squares alike.

Mugg's Truman Kudo Martin O'Shaughnessy, C hi Variety mugg, tomed a book, "How to Break Into Politics," which "How to Break Into Polities, which got a literary review last week by President Harry Truman at the Veterans of Foreign Wars national convention in Florida, latter terming it a valuable adjunct to the buddier politiciem." conventional ing it a valuable aujonal budding politician.
O'Shaughnessy has never been stities.

Merle Miller Takes on the FBI
Merle Miller, ex-llarper's staffer
whose first novel was "That
Winter," has drawn on his experience as a Washington correspondent for his second effort,
"The Sure Thing" iwilliam Sloane,
\$3). Tome is a timely opus dealing
with the current lovalty investigations of government employees.

An astute reportorial job. "Sure
Thing" probes the probers, detailing the techniques they use to pry
linto past activities and present beliefs of "security risks." Volume
has some hard-hitting sconences,
as when some FBI eyes show the
wife of a suspect a photo of her
husband with another woman.
And there are some strong indictments of those who'd use the exposure of pro-Communists as a
cover to further their own selfish
ends.

Story, tautly compressed into a

cover to further their own selfish ends.

Story, tautly compressed into a 24-hour span, relates the investigation of a middle-echelon State bept, employee. As an idealistic youth, he had joined the Reds for a brief period in 1938. This, together with his criticism of some governmental policies, his distaste for bureaucratic red tape, and his other non-conformist attitudes, is used as the basis for his dismissal. Miller's implication is that loyalty investigations inevitably trap the innocent and deny Uncle Sam benefit of talented public servants. Despite some sketchy characterizations and superficial political analysis, "Sure Thing" is a tome, punchily-written novel.

Bril.

Dick Joseph's Book

Dick Joseph: Book
Dick Joseph, travel editor for
Esquire, has been signed by Doubleday to do a book, "How to Plan
Your Vacation Abroad."
Joseph is also working on another travel book, which may go
via the same firm.

CHATTER

Jeanne Sakol, of Macfadden circulation-promotion staff, in Europe for six weeks.

Inez (INS) Robb and her husband off to Europe on holiday; due back Oct. 15.

Fred Beck dunking his column in the L. A. Mirror to devote his time and other interests.

Gilbert W. Gabriel, recently with Theatre Arts mag, becomes draina critic of Cue mag next week.

Maxwell Wilkinson and Kenneth Littauer, ex-mag editors have opened a literary agency in N.Y.

Paul Hochuli, drama editor of the Houston Press, in Hollywood to make his bow as a film actor in "The Eagle and the Hawk."

"The Human Nature of Playwriting." a how-to book by scenarist-dramatist Samson Raphaelson, will be published Oct. 18 by Macmillan.

Frank Luther conductor of juye

research department, has contrib-uted a chapter on research to "After (Business) Hours." com-pendium on advertising put out by Funk & Wagnalls.

Funk & Wagnalls.

Robert Downing, stage manager of "Streetcar Named Desire," at the Barrymore, N. Y., authored a piece on stage cats, titled "Minnie and Mr. Clark," in the September issue of Theatre Arts mag.

William C. Lengel, exee editor of Fawcett Publications, authored a short story, "An Innocent Husband," which will be Included in the Joseph Greene-Elizabeth Abell anthology, "Husband and Lovers," due for publication soon under the Bantam imprint.

A course on "Literary Property

Bantam imprint.

A course on "Literary Property and the Law," covering copyright, libel and taxation aspects of writing, will be given at New York U.'s evening session this fall with Alexander Lindey as instructor. Lindey is a member of the law firm of Greenbaum, Wolff and Ernst and co-authored several books with Morris Ernst.

"Don't Go Away Mid and Other Course of the Law firm of the Law firm

Morris Ernst.
"Don't Go Away Mad, and Other Plays," which will include three full-length dramas by William Saroyan, has been added to the Harcourt, Brace list for November publication. Title play deals with patients in a hospital who have only a short time left to live. Also included are "Sam Ego's House," a comedy about the Great American Dream, and "A Decent Birth, A Happy Funeral," an allegory.

Joe Laurie, Jr. is writing a fore-

A Happy Funeral," an allegory.

Joe Laurie, Jr., is writing a foreword for a new book on breaking into show biz penned by playwright Paul Gerard Smith Titled "Guide to Glory—A Handbook for the Stagestruck," the book details the requirements an aspirant should have and the gauntlet he must run in order to gain a place. Smith is now working on a second tome, titled "pum Pum Peedaway," humorous biography recounting the last days of Rayenswood, N. Y., the suburb in which he was raised.

Philly's Legion

Continued from page 2;

CIO outfit, the ACA-American Communication Association

Communication Association.
All local AM stations picked up
President Truman's address from
Convention Hall, at the Legion's
opening sessions. Several of the
stations fed it to the nets, although
none of the TV webs picked up the
Truman speech, except for film
feeds on network news shows.

Philadelphia relaxed its regular blue laws for the vets conclave. The Saturday midnight elosing was extended well beyond that hour and the vice squad ignored the street corner crap games and other over-stepping of bounds. Although the night clubs planned nothing special, several hired name acts. The Click brought in Duke Ellington and the Latin Casino cngaged the Radio Rogues; but generally the nitery bonifaces learned their lesson about high priced acts from the national political conventions last year, most of which fizzled. Philadelphia relaxed its regular

Boston Area

Continued from page 58

ouster proceedings. This angle of the situation has not been clarified as yet. Cullen is said to have operated previously at Virginia Rough

'Medlum' 'Telephone' for Olney
"The Medium' and 'The Telephone,' Gian-Carlo Menotti's music-drama twin-bill which has heen playing the strawhat circuit, will do a week at Olney theatre, Olney, Md., starting Sept. 6, for its eighth and final barn engagement of the summer. The N. Y. City Opera Co. has "The Medium" in its repertorand will probably do it once or twice at City Center, N. Y., in the fall. The original three Broadway leads, Marie Powers, Evelyn Keller and Leo Coleman, are still playing "The Medium," and will do it at the Center.

Reception on the road this sum-

In the L. A. Mirror to devote his time and other interests.

Gilbert W. Gabriel, recently with Theatre Arts mag, becomes draina critic of Cue mag next week.

Maxwell Wilkinson and Kenneth Littauer, ex-mag editors have opened a literary agency in Ny.

Paul Hochuli, drama editor of the Houston Press, in Ilollywood make his bow as a film actor in "The Earle and the Hawk."

The Medium," and will do it at the Coleman, are still playing writing," a how-to book by scenaria. The Medium," and will do book by scenariate the Center.

Reception on the road this summer has been good, with one exception, and the Summer has been good, with one exception, and the Coleman and the Stories, and "Mr. Wheattle Whale Coleman as well as direction, in which corries," published by Garden City in September.

Dr. Leo Handel, head of Metro's

towns to show "The Medium" are Newport. Stockbridge, Worcester, Cohasset and Marblehead, Mass; Ivoryton, Conn.; Albany and now Olney

Strike Nips Chi Strawhat

Chicago's plush strawhat biz re-Chicago's plush strawhat biz re-ceived a slight setback last week with the outbreak of the gas truck-ers strike. Chevy Chase summer theatre has been considering ex-tending its season for two weeks, but gas strike plus heavy legit schedule in the loop for September may change its plans.

may change its plans.
Lake Zurich Playhouse, Lake Zurich, Ill., has foregone plans to extend, winding up season with Ruth Gordon's "Year's Ago," Aug. 31 to Sept. 4. Tenthouse theatre, Highland Park, Ill., will shutter as planned, instead of extending additional two weeks. Luzern theatre, Lake Geneva, Wisc., winds up Aug. 26, with two weeks presentation of "I Like It Here." Chevy Chase was to wind up this week.

Chevy Chase 'Lover' \$5,750

Chevy Chase 'Lover' \$5,750 Chicago, Aug. 30 Despite gas truckers strike here, which has paralyzed strawhat biz. Chevy Chase Summer Theatre broke its single night attendance record Saturday (27) with 794 persons, including standees. Big weekend rush helped week of 'Cardboard Lover,' with Tom Drake and Haifa Stoddard, to hit a \$5,750 gross.

week of silo setup's first season gets under way tonight 130 with Dennis King in "The Second Man." Chevy Chase will extend tis season with an inth and tinal week. Sept. 6-11, with Charles Ruggles in "Nothing But the Truth." Eighth week of silo setup's first

Tryouts This Week

"Texas Li'l Darlin'," musical comedy with book by John Whedon Mercer, score by Robert Enuncti Dolan, at Country playhouse. Westport, Conn.

"Yankee Clambake," revue by Milton Lyon and Stanley Pearl, at Chapel playhouse, Guilford, Conn. "Clutterbuck," play by Benn W. Levy, at Elitch's Gardens, Denver.

"Letter from Harry," drame by eon Stein, at Putnam playhouse, ahopac, N. Y.

"While the City Sleeps," musical Alfred Dumais and Richard

"Wille the City Steeps, musical by Alfred Dumais and Richard Cutts, at Camden Hills (Me.) summer theatre.

"Lo and Behold," musical by William Happ and Brown Furlow, at Red Barn theatre, Westboro, Mass.

"Let's Take Stock. Let's rage Stock," play with music, by William Wheeling and Russ Ames, at Mountain Playhouse, Jennerstown, Pa.

Jennerstown, Pa.
"Tammy," play with music, adapted by Cid Ricketts Summer from her own novel, "Tammy Out of Time," with score by Al Moritz, at Duxbury (Mass.) playhouse, "Miranda," play by Peter Blackmore, at Starlight theatre, Pawling, N. Y., and at The Barnstormers, Tamworth, N. II.
"Too Much Johnson," musical version of William Gillette play, adapted by George Schaefer, nusic by G. Wood., at Illiltop theatre, Lutherville, Md.
"Baa-Baa, Black Sheep," by Montzomery Hare, at Barter theatre, Abingdon, Va., opening Friday (2). with music.

"Syllahub," by Patricia Colbert, at Grand Island (N.Y.) playhouse. "Love Thief," by Caesar Dunn, at Keene (N.H.) playhouse. "Take a Dream," revue, by Alice Lee Edwards, Bernard Welch, Alred Simon and Harold Puquay, at Peterborough (N.H.) summer theatre.

"High Time," musical by Willard Jodice, at Nartasket (Mass.) thea-Jodice, at

Play Abroad

Continued from page 60

The Cocktail Party

SCULLY'S SCRAPBOOK

..... By Frank Scully

Murray Hill, Aug. 29.

Clattering across the continent toward Times Square is Ken Murray 'm'Blackout." Far from being the reserves rushed eastward to support the Palace while Mike Todd plans to open with plushler acts at the Winter Garden, Murray and his carload of corn are set for a two-time killing on their own. In fact, his style of vaude might well outlive all others.

others.

Murray will give New York just about what he has been giving Hollywood since the critics looked at his wares and ordered him locked up for six weeks and then released. That was 'way back in June, 1942. He will feature the same variotous acts, moving them along so fast that vice cops can't spell out sees before he has swung to the acrobats and the animal acts. Even George Burton and his beautiful performing birds will be there to add an air of bucolic innocence to the bawdy merripent. merriment.

Ashes On a Windy Day

Ashes On a Windy Day

Somewhere between those 10 shows a week and that \$17,000 weekly gross he must draw at the Ziegfeld, Murray will shake the ashes of his ever-present eigar in front of CBS' TV cameras and trust that the kinoscopic offset which old pals in Hollywood have to view will not be too hard to see.

In fact, if it hadn't been for one of the juiclest plums ever dangled before anybody in show biz, it is doubtful if Murray would have lett those Hollywood pals till carried on their shoulders to Forest Lawn. Two years ago he told me he couldn't imagine a happier guy than himself. He had everything he had ever wanted—his own show, a packed house every night and lots of time to play golf. But when Bill Paley of CBS offered him a straight three-year deal for an hour a week at a minimum of \$20,000 a program and a layoff guarantee of \$3,750 every week pending the signing of a sponsor. Murray felt he simply couldn't say no.

Figures Don't Lie, But Figurers?

On closing, "Blackouts" had run up a record of 3,943 consecutive performances in one house. Dick Hunt, who opened and closed the show, long ago filed a claim for the all-time long-run record of the American theatre. This is a tricky claim because Hunt based it on the fact that "The Drunkard," which has been running 15 years in one house, is a revival and, besides, serves beer and sandwiches, which makes it, in his opinion, a cross between a burlesque house and a night-club. The only legit contender. Hunt holds, was the New York production of "Life With Father," and "Father" folded after 3,209 performances, or 635 showings short of where "Blackouts" ended its Hollywood run.

ances, or 655 snowings short of where "Blackouts" ended its Hoffwood run.

Elsa Lancaster and the Yale Puppeteers at the Turnabout is left now to fight it out with "The Drunkard" for the Hollywood long-rup record. This melange has been playing to capacity for eight years and, hort of some irresistible offer to Miss Lanchester to quit Hollywood's seth as has come to Murray, it is doubtful if the Turnabout show will stop for another eight years. Ditto "The Drunkard."

Of the original cast only Murray remains for the N. Y. opening the day after Labor Day. Marie Wilson, who opened with Murray, dropped out two weeks before "Blackouts" completed its Hollywood run, and will be replaced in New York by Pat Williams. Also in that original cast were Billy Gilbert, Gene Austin, Roy Davis, Park & Clifford, Nicholas Brothers, Helen Gardner Foursome, Betty Atkinson and Vivien Marshall. Of these all are gone.

Jack Mulhall, the Old Runner-Up

Longest to Murray in point of service still with the show is Jack Mull-

Jack Mulhall, the Old Runner-Up
Longest to Murray in point of service still with the show is Jack Mulhall. He joined as a handsome straight man in 1942, eight weeks after
the opening night, and has been in there pitching—10 shows a week—
ever since. The Mulhall of the old picture team of Mulhall & MacKaill,
Jack should be well remembered around Broadway. They don't come
better liked.
The Elderlovelies, too, have been a long time with the show and contribute a nostalgic truch that is possibly more characteristic of Broadtribute a nostalgic truch that is possibly more characteristic of Broad-

The Elderlovelies, too, have been a long time with the show and contribute a nostalgic touch that is possibly more characteristic of Broadway than it is of Hollywood. Toots Shor and other crumbums from the days when Ward's sold a loaf of bread for 5c, will now be able to see what happened to vaude when all the time they thought it was dead. The Ken Murray N. Y. is going to see will not look anything like the character whose smoke has been getting in their eyes for so many years. The export job has a crew haircut with a cowlick instead of a part, and rarely, if ever, wears a hat. Whether he will dare go bareheaded around Times Square depends on whether the warm weather holds out all winter.

vears. The export job has a crew hoircut with a cowlick instead of a part, and rarely, if ever, wears a hat. Whether he will dare go bareheaded around Times Square depends on whether the warm weather holds out all winter.

The chances are you will not see him light a cigar either. He quit smoking some time ago but still carries one for a prop. People whose imaginations are awful fast on the draw have frequently sworn they inhaled smoke arising from his blue gags. But actually what happened was that somebody left a door of El Capitan open and the smog which passed for fresh air around Hollywood came into the theatre and fouled up the air-conditioning.

Murray's D. A. R. Guys

Barring his el ropo routine, the rest is as authentic Murray as Murray Hill. Incidentally, friends of the key comic claim he is descended from the gal who entertained the British at her Manhattan manse while Washington's army scrammed across the Hudson to New Jersey and so lived to fight another day. If so, I suspect the present-day master of emece is using the same gags Mrs. Murray used in 1776, dirtied, of course, by the wear and tear of time.

Old-timers will miss Marie Wilson dreadfully. A trouper always on time and perfect in her timing, she ran up 2.332 consecutive performances in one house. Has any other pal played 10 shows a week, week in and week out, for four and a half years without taking a day off?

In the early days she and Murray were in and out of every skit. In latter years, however, she has done less and less and, if possible, shown more and more. But in the last "Blackouts" she stopped stripping and returned to the plunging neckline. In cleavage she has been the successor to the split neckline. In cleavage she has been the successor to the split neckline. In cleavage she has been the successor to the split neckline. In cleavage she has been the successor to the split neckline. In cleavage she has been the successor to the split neckline. In cleavage she has been the successor to the split neckline. In cleavage she has bee

Broadway

Metro press contact Bill Ornstein on two-week vacation at Stanfordville, N. Y.
Humphrey Doulens to the Coast with Dorothy Kirsten, for whom he's personal manager.
Dancer Nick Long hospitalized at Jewish Memorial for injuries resulting from auto crash.
Gerald Mayer, Motion Picture Assn. of America's continental manager, due in from Paris.
David Wayne in town from Lake Placid for special recording retakes on Metro's "Adam's Rib," in which he starred.
Murray Silverstone, 20th-Fox's

he starred.

Murray Silverstone, 20th-Fox's foreign chief, arriving next week on the Queen Mary from extensive European survey.

BMI's international copyright and performing societies expert.

on the Queen Mary Hone
European survey.

BMI's international copyright
and performing societies expert,
Jean Geiringer, back from three
months in Europe.

Mildred (Mrs. Henry) Ginsberg
flew in from a Paris sojourn and
out for Hollywood the next day.
She's been abroad over a month.
Marian Anderson, who returned
from a European concert tour, and
Mrs. Robert Montgomery, wife of
the actor, in on the Caronia yesterday (Tues.).

Comedian Jack Pearl, back from
a vacation in Ottawa during which
he had an operation, is recuperating and expects to be up and
around in a few days.

Eddie Cantor has moved his
entire business staff east for a
month while setting up the debut
of his first four "Take It Or Leave
It" shows for NBC.

Metro director Vincente Minnelli
planed from the Coast to Boston
to join mate Judy Garland during
the Labor Day holiday. Minnelli
will be in Boston 10 days.

Irving Berlin to the Coast for a
week and then three more at Lake
Tahoe, where daughter Mary Ellin

week and then three more at Lake Tahoe, where daughter Mary Ellin (Mrs. Dennis Sheedy Burden) is "in escrow" while divorcing her

husband.

Actress Marie Wilson off on a 10 key-city swing Monday (5) in conjuction with openings of "My Friend Irma," Paramount film takeoff on the radio show. She's

juction with openings of "My Friend Irma." Paramount film takeoff on the radio show. She's in the pic.

Ted R. Gamble, board chairman of the Theatre Owners of America, shifting his permanent base from Portland, Ore., to New York. Gamble is moving his family to Greenwich, Conn., next month.

Jack Benny, Morton Downey, Hedy Lamarr and the Myrt Blums after voyaging together back home on the Queen Elizabeth, continued their convivality by having their first on-shore dinner together.

Vera and Nate Blumberg's 29th anniversary was signalized by a gag edition of Varierr with the P. 1 streamer reading, "Nate Lifts Vera's Option." Sub-bank was captioned, "Univ Prexy Extends Pact Another Year."

Jack Connolly, former Pathe News editor and now with the State Department, is hopping off for Europe today (Wed.) to pick up some 40 junketing editors and publishers now in London and Paris and escort them back to N. Y.

Si Seadler, acting ad-pub chief of Metro in the absence of Howard Dietz, in Philadelphia for on-the-scene supervision of the fanfare being stirred by M-G, prelim to the world preem of "That Midnight Kiss" at the Boyd, Friday (2).

Robert Benjamin, chief of J. Arthur Rank's U.S. wing, on the Coast for huddles with William Goetz, Universal's production topper, and Earl St. John, one of Rank's studio exees, on joint Anglo-American film projects.

Robbie (Mrs. John) Garfield so accustomed to going around barefoot this summer at Fire Island, that she couldn't keep her shoes on while attending performance of "The Madwoman of Chaillot" at the Royale last Wednesday (24).

toot this summer at the Island, that she couldn't keep her shoes on while attending performance of while attending performance of the Ward of Chaillot" at the Royale last Wednesday (24). Scripter Hy Kraft's daughter, Jill Kraft, summoned east from Hollywood by Michael Kanin for the national road company of "Goodbye My Fancy." Apart from a stint with the semi-pro Circle Players on the Coast, this is her first legit show.

Esta Silsbee, now aide to Ed Seay, publicity chief of the Hotel Plaza, was originally Esther, but it was switched by Vincent Lopez, her onetime employer. Bandleader Lopez is w.k. for his numerologistic tendencies, and that influenced Miss Silsbee's curtailed given name.

Lisbon

By Lewis Garyo
Illness of Teresa Gomez stopped
proposed strawhat season at Teatro
Apolo, Lisbon.
New revue at Teatro Maria
Vitoria, Lisbon, folded after three
weeks, due to terrific heat.
Teatro Ginasio, a firstrun house,
started its four months' compulsory
legit season with old French farce.
Alberto Reis, manager of Teatro
Apollo, taken ill and woa't be able

to work for some time. Marlo Pedro, lately manager of Teatro Avenida, subbing.
Robles Monteiro, for 20 years impresario of the Teatro Nacional, is organizing the four months' compulsory legit season at the Teatro Trindade, a firstrun house. Company will start rehearsals in September and close down before Christmas when the theatre will return to films.

Lima, Peru

By Bart McDowell
Mexican ventriloquist Paco Miller moved to Callao.
Bolivian cultural ambassador,
Julio Martinez Arteaga, doing three
concerts here on Andean folk mu-

sic.
Westrex Andean Co. handing out 1,000 soles in prizes and silver plaques to Peruvian film operators.
M-G-M's Latin American supervisor Maurice Silverstein brewing plans here for Silver Anniversary celebration.

celebration

Cibrian's Spanish comedy by featuring Jose's dad, Cibrian, just up from pany nos Aires

U. S. explorer Lewls Cotlow back from African trip to make films in Amazon country on head-shrinking Jibaro Indian tribes.

Minneapolis

By Les Rees Lena Horne underlined for Club Carnival.
Slim Gaillard band Into St. Paul

Slim Galliard pand in Slame nitery.
Old Log strawhatter offering "Play's the Thing."
Royal American Shows again on Midway of Minnesota State Fair.
Club Carnival has Harvey Stone, Frances Faye and Perry Martin crobesica.

Frances Faye and Perry Martin orchesiza.

Georgie Gobel playing return at Hotel Radisson Flame Room with Irving Winslow's orchestra.

Adrian Ames, female impersonator, Into St. Paul Drum after month's engagement at Persian Palmas here.

With cancellation of "Diamond Lill," originally set for week of Aug. 29. Lyceum gets late start with "Brigadoon." Sept. 19.

Annual St. Paul Civic Opera season starts Nov. 17 with "The Great Waltz"; also will include "Aida" and "Song of Norway."

Pappy Trester's "Screwballs," novelty band, busting up after more than five years in Twin City niteries, with most of boys but not Trester, reorganizing as Komikings. not Tres Komikings.

Barcelona

By Joaquina C. Vidal-Gomis
Bahia nitery imported Hy Hazel
and Maireles Sisters from London.
Mrs. Florinda S. de Lucena,
pianist, wife of Portuguese consul,
in from Bombay.
Alfredo Matas, manager of Ar-

cines pic house and Windsor nitery, off to Paris and London in search

off to Paris and London in search for talent.
Victoria theatre preparing second version of big musical "Taxi al Victoria," by J. A. Prada and Joaquin Gasa, with music by Alonso and Cabrera.

Another big musical staged at the Principal Palacio, "Te espero el Siglo que Vine" ("Til Expect you Next Century"). Stars Pepe Barcenas and Mary Campos.
Following the success of the musical. "Escuela de Serenos," song-writers Damaso and Llorca, with composer Lopez Marin, are preparing another show, "Escuela de Vampiresas."

San Francisco

By Ted Friend King Cole trio at Ciro's. "Kiss Me Kate" cast Press Club

King Cole trio at Ciro's,

"Kiss Me Kate" cast Press Club
guesting.

Jerry Lester and Buddy Ebsen
at Fairmont's Venetian Room.

Promotion underway for Ba
Tabarin reopening Sept. 8, with
Ted Lewis heading show.

Frank Fay and Dorothy Kirsten
to head "Gold Rush Salute" pageant Sept. 10 at Frisco's Portsmouth Plaza.

Atlantic City

By Joe W. Walker George Owen and Charlie Mur-ray into Babettes. Duke Ellington did neat biz dur-

By Joe W. Walker
George Owen and Charlie Murray into Babettes.

Duke Ellical Parker to St. Tropez.
Danton Walker here from Rome.
Lou Parker and wife gandering Parks.

Freddy Fox in Deauville for Minerary Somers Point (26-27-28).
Jane Russell into Steel Pier's Music hall for week starting Sunday (28: Sammy Kaye coming Sunday (28: Sammy Kaye coming Harry Pilcer seen in Parls for a dickie from Riviera.
Sunday (28: Sammy Kaye coming Sunday (28: Sammy Kaye coming Harry Pilcer seen in Parls for a dickie from Riviera.
Sunday (28: Sammy Kaye coming Sunday (28: Sammy Kaye coming Harry Pilcer seen in Parls for a dickie from Riviera.
Sunday (28: Sammy Kaye coming First Parks and Lazy First Parks and Clair postcarding from Juan Les Pins.

Freddy Fox in Deauville for Williams of Worcester) dancing in foundary and williams of Worcester) dancing in foundary and Holland.

Norman Kohler, radlo and circle Responded Tradition of the Harry Richman being dickered for return engagement at Jackie Williams of Worcester)

Eddie Sham's band at Sea Crest hotel, Falmouth.

Sam Mandelsman off to Califorate of the Worcester dancing in foundary and Williams of Worcester) dancing in foundary and Holland.

Norman Kohler, radlo and circle Responded Tradition of the Harry Richman being dickered for return engagement at Jackie Heller's room next month. Sam Mandelsman off to Califorate of the Vive Martin and Sam Mandelsman of the Califoration of the Worcester dancing in foundary and Williams of Worcester) dancing in foundary and Holland.

Norman Kohler, radlo and circle Responded Private Police censors demanded private proview of "Not Wanted" and Police censors demanded private proview of "Not Wanted" and Police censors demanded private proview of "Not Wanted" and Police censors demanded private proview of "Not Wanted" and Police censors demanded of the Harry Richman being dickered for return engagement at Jackie Heller's room next month. Sam Mandelsman of to Calif

London

Lew Grade on quick looksee of Holland and Belgium.
Boy Foy off to America shortly to pick up his clitizenship papers.
Dolores Gray back in the lead of "Annie Get Your Gun" after two months' rest.
Lee Royce has joined the Ben Blue act. Opens provincial tour with him at Empire, Glasgow, Sept. 5.

with him at Empire, Glasgow, Sept. 5.
Prince Littler has resigned post of chairman and managing director of Olympia, Margate, due to pressure of other biz.
Harry Bradbury-Pratt has acquired Pinoli's restaurant, noted West End rendezvous, for \$300,000. Spot also has annual rental of \$48,000.
Pearl Bailey to New York after a week at Glasgow and Manchester, but returning next summer for

but returning next summer for West End revue, with Paris dates to follow.

Deep River Boys and John Boles,

Dee: River Boys and John Boles, both acts working in Hyman Zahl's vaudeville units, booked here till end of the year, and already signed to return next year.

After three weeks in London honeymooning and on biz, the Joe Kaufmans to Paris, returning to London Sept. 11, and planing for New York a week later.

Harry Green host to Helen Have.

London Sept. 11, and planing for New York a week later. Harry Green host to Helen Haye. Britain's oldest playing actress, at a party Aug. 28 in celebration of her 75th birthday. She appears with him in "The Return of Peter Grimm."

Grimm."

The old Bedford Music Hall, cradle of early vaude stars, bought by two young thesps. John Penrose and Pat Nye, who plan to run it as a legit house. Price said to be around \$360,000.

a legit house. Frice said to be around \$380,000.

Harry Foster planing to New York end of September and expects to be away for six weeks. Will take in Chicago and Hollywood for new talent hunt for London Palladium's vaudeville season next year.

London Hippodrome's musical, "Her Excellency," which has been tottering, has been given a broadcast by the British Broadcasting Corp., with result that takings have picked up and closing postponed.

Philadelphia By Jerry Gaghan

The Metropolitan Hospital is Installing a life-size television screen to permit doctors and nurses on the staff to watch operations as they are performed.

Theatre Guild is sounding out its subscribers on the plan of wearing

are performed.
Theatre Guild is sounding out its subscribers on the plan of wearing evening dress for opening nights here. Guild's opener is Lynn Riggs'. "Out of the Dust," set for Sept. 19. Local 77, American Federation of Musicians, has served notice on all bongo, maraccas and Klavas players that they are now eligible and must apply for membership in the union by Sept. 15.
Mrs. L. Wallace Egan, one-time actress and widow of a former City Councilman, has been named head of a drive committee to raise \$60.000 to aid the Philadelphia LaScala Opera Co.'s new season. "Stop the Music," radio give-away show, will be presented between the halves of the city's first progrid game—Philadelphia Eagles vs. Chicago Bears. at Municipal Stadium, Saturday, Sept. 17. Affair will be sponsored by the Philadelphia Inquirer Charities, Inc.

Madrid

By Geeno Garr

Sally Browne, songstress from London, at the open-air Pavillion night club.

Trudi Bora has started a "Revue of Revues" at the air-conditioned Zarzuela theatre.

Meirelles Sisters, Portuguese trio, clicked at the Baia mitery, Madrid. They will go to Brazil in September.

Spanish dancer Elvira Lucena, back from Paris, giving recitals at Teatro del Retiro prior to her departure for South America.

Sacha Goudine Ballet clicked in Badajoz (southwest Spain) nitery after six months in Portugal, where local Artists Syndicate didn't renew their work permit.

Paris

By Maxime de Beix

(33 Blvd. Montparnasse) Elicia Parker to St. Tropez

tion and business by filling Riviera

tion and business by filling Riviera engagements.

Rita Hayworth with Aly Khan at their Villa Gorizia. Deauville, for the racing season there.

Irene Hilda to La Baule and brother Bernard with his orch due back soon from Knokke, Belglum.

Julius (ex-Ruban Bleu) Monk now punching the ivories at Oeil de Boeuf, formerly Boeuf sur le Toit.

now punching and de Boeuf, formerly Boeuf sur le Tolt.

The Gerry Mayers celebrating their silver wedding anni, Sept. 3. with Gerald, Jr., to attend if can switch his boat reservation. He came over to row in the Princeton vs. Oxford boat race.

Harry Brown to help Arthur Lesser on local production of "Streetcar Named Desire," starring Arletty, in November at the Antoine, and Jean Cocteau trying to get the French picture rights to the play.

Dublin

By Maxwell Sweeney Trevor Howard in on motoring

Trevor Howard in or vacation.

Bertie McNally, RKO Irish manager, to France on vacation.

Betty Cheatle pacted by 10-percenter John Gliddon for London roles.

Ex-Abbeyite Maureen Toal to London for "The King of Friday's

London for Men."

Jack Irwin, who directed "Badg-ers Green" for J. Arthur Rank, in

ers Green" for J. Arthur Rank, in on vacation.

Jimmy O'Dea has hit the jackpot again with "Stop Press," new re-vue at the Galety.

Josephine Alberleci, director Dublin School of Acting, about

Dublin School of Acting, about again after long illness.

Mine. Kirdwood-Hackett mulling role in J. B. Priestley's "The Last Holiday" for Associated British Pictures.

Stafley Illsley and Leo McCabe back from London after looksee at new shows. They're ogling "Death of a Salesman."

Scotland

By Gordon Irving
Delta Rhythm Boys top at Glas-

Delta Knythin Duys top at gow Empire.

Noel Coward revival of "Bitter Sweet" registering big coin in fourweeks' season at Glasgow Theatre

Sweet" registering big coin in four-weeks' season at Glasgow Theatre Royal.

Leith Gaiety theatre staging Scots revue titled "Annie Laurie" during run of nearby Edinburgh Festival.

Tommy Morgan, Scot comic, plans biog-musical on his own career for next summer. Title: "Glasgow Belongs to Me."

Trafford Whitelock, Aussie guest variety producer in Scots radio, planes back to Sydney Oct. 10 after six months at Glasgow BBC headquarters.

Allan Jones and Irene Hervey here in variety, at Glasgow Enjre, and interviewing Scots for their ABC program, "Keeping Up With the Jones'."

Miami Beach

Miami Beacu

By Lary Solloway

Mother Kelly's on the block but high asking price is delaying sale. Alan Gale closing his Celebrity Club for refurbishing; to reopen mid-October.

New partner for Ciro's, swank supper club, is Jules Kasdin, local drug store tycoon
VFW convention delegates rushed back to home cities on threat of

VFW convention delegates rushed back to home cities on threat of hurricane, nitering suffering. Claudia Jordan a click at Clover Club, with comic Milt Ross holding over for sixth week plus Maureen Hall Dancers

over for sixth head Hall Dancers.
Marta Ester (Princess of Bour-program or Maria Ester (Trincess of Bour-bon) now has own program on WKAT (MBS) with song and chat-ter show for Latins.

Portland, Ore.

Jacque Ravel and his line of girls into Club Hy Mac. first

rls into Club Hy Mac, Ringling Bros. set for three days est part of next month. Cole Bros., circus in town for tree days featuring cut-rate three

three days featuring cul-rate prices. Woody Herman band completed one week stand at Jantzen beach Park Ballroom.
Eddie Lawrence Quartet moves to Tropics Club after six months at Diamond Horseshoe.

Hollywood

Cyd Charlsse laid up with flu

rus. Dick Gordon recuperating from

Dick Gordon recuperating from major surgery.

Marle Wilson back in town after two weeks in N. Y.

Bob Hope is glving up golf for a while; doctor's orders.

Maxwell Shane in town after a two-month tour of the stix.

J. Cheever Cowdin in town for huddles with UI studio toppers.

Louis B, Mayers tossed birthday party for Major John Zanft of N. Y.

Hoot Gibson will steake

. Y. Hoot Gibson will star in a rodeo be staged by Culver City

Police. Edward Nassour returned to work after siege with throat in-

Edward Nassour returned to work after siege with throat infection.

Alan Young east for two weeks in Chicago, followed by stands in Miami and N. Y.

Carol Ann Beery awarded \$500 monthly pocket money from Wallace Beery estate.

Ted Tetzlaff in from France where he shot Alpine scenes for "The White Tower."

Massichi Wagata gandering Hollywood technique at Paramount for use in his Tokyo studios.

Gertrude Rozan in town to round up talent for American Theatre Group's play, "King Johnny."

Rudolph Valentino Memorial Guild holding its 23rd annual tribute meeting at Troupers Theatre.

Ida Lupino suffered cuts and

tre. Ida Lupino suffered cuts and bruises when thrown from scaffold during fight scene in "Fugitive from Terror."

bruises when thrown from scaffold during fight scene in "Fugitive from Terror."

Allen Rivkin and Leonard Spiegelgass will represent the Screen Writers Guild at all-industry public relations convention in Chicago.

Mexico City

By D. L. Grahame
Ester Fernandez and Antonio
Badu, pic players, married.
Maria Felix, top pic actress, to
Spain in September for film work,
Edward D. Cohen, 20th-Fox
Latin-American supervisor, here
on biz.

Laun-American supervisor, here on biz.
Charito Granados, Argentinian, inked by Diana Filius for two productions.
Pic scripters union elected Jose Revueltas its general secretary for the ensuing year.
Oscar Pani, financier, and Jose Luis Bueno, producer, forming a pic production company.
Georges Ulmer, French songwriter-singer, doubling at El Pationitery and vaude-revue theatre, Lirico.
Libertad Lamarque, Argentinian

Lirico.

Libertad Lamarque, Argentinian thrush, topping the Teatro Tivoll revue. After making another pic, she planes back itome.

Alfred Holquin, SRO Latin-American chief, readying Mexican preem of "Jennie" here Sept. 14, start of the annual independence preem of "Jennie" here Sept. 14, start of the annual independence

start of the annual independence flestas.

Santiago Reachi, prez of Posa Films, producer of pix of Cantin-flas (Mario Moreno), is a newspaper columnist. His "Metas" ("Goals") runs daily in Novedades.

Reva Reyes, songstress, inked by Seki Sano, Japanese producer, for Spanish version of John Steinbeck's "Brute Force" which he's readying for the Palace of Fine Arts (National Theatre.

Fernando Alvarez, son of Sofia Alvarez, Colombian actress who's a name in Mexican pix, organizing a pic production company here, Vanguardia Films, which he hopes to have in action pronto.

Pittsburgh

By Hal Cohen

Eddie Wappler to take over man-agerial reins at Nixon again. ageriai reins at Nixon again.
Wife of Bandleader Billy Yates
into hospital for major surgery.
Betty Annis Dancers finished
long run at Club Copa, Aug. 27.

long run at Club Copa, Aug. 27.
Rose Ellovich, Carnegie Tech
drama graduate directing at Cape
May N. J., Theatre.
John Montague is beating drums
for "Mister Roberts," which comes
to Wixon, Sept. 19.
Janet Blair guest of honor at
centennial celebration in hometown, of Altoona. Pa.
Karl Krug, Sun-Tele drama ed,
vacationing and Leonard Mendlowitz sitting in for him.
Harry Richman being dickered
for return engagement at Jackie

OBITUARIES

HERMAN DEVRIES

HERMAN DEVRIES

Herman Devries, 90, dean of Chicago music critics before his retirement from the Chicago Herald American, died Aug. 24 inchicago. He was music critic on the Chi daily for over 30 years before retiring in 1944.

Born in New York, Devries originally sang in opera from 1879 to 1901, appearing with the Paris Opera, Paris Opera Comique and the Savage Opera Co. In 1898, he debuted with the Met Opera Assn. in New York in "Romeo and Juliette." He specialized in French and German opera. After retiring from the stage, he taught Juliette." He specialized in French and German opera. After retiring from the stage, he taught and composed music. He also produced several plays in French. He is survived by his son, Rene, who is Chicago editor of Musical Courier.

WILLIAM N. ROBSON, SR.

WILLIAM N. ROBSON, SR.
William N. Robson, Sr., 64, one
of earliest of film exploitation
men and father of the radio producer, William, Jr., died in Pittsburgh, Aug. 27, following a stroke,
Robson worked for Paramount
and Jesse L. Lasky when the industry was young, quitting the
road in the early 20's to go into
politics. Registrar of Deeds under
Mayor Scully, he had been deputy
clerk of courts in the office of the
prothonotary since 1944. He was
also editor of a column on city
hall activity that was published in
more than 60 local weeklies.
In addition to his wife and son,

is the British and Hollywood film actor, Edmund Gwenn.
Chesney was also seen in several form a long list of Lonin don plays. He last played in "The Years Between" in London in 1945. He was the first husband of Estelle Winwood, actress, who is appearing in the Broadway production of "Madwoman of Chaillot."

LUIS DE VARGAS

LUIS DE VARGAS

Luis de Vargas, playwright, 58, died in Madrid, Aug. 18. He had lately met with difficulties In his producing and directing activities as legit theatre manager.

His first play, "Santo con gracia." was presented in Madrid in 1914. He was the author of 16 plays.

OSCAR WASSERBERGER

OSCAR WASSERBERGER
OSCAR Wasserberger, 49, radio
and concert violinist, died in N. Y.,
Aug. 24, after a long illness. He
formerly worked for 20th-fox as
a studio musician and was an
original member of the Capitol
theatre symphony orchestra.
A wife, daughter, brother, sister
and father survive.

VICTOR METZETTI

Victor Metzetti, 54. film stunt man and former circus acrobat, died Aug. 21 in Birmingham Gen-eral Hospital. Los Angeles, after a siege of pneumonia. Ile was a member of the Metzetti family which toured for years un-

IN MEMORIAM

Marcus Loew

September 5th, 1927

he leaves a daughter, Mrs. William der the big top and on the stage A. Haughton (Gertrude Robson), a until 1920, when he went into films. former ballet dancer.

JACK DARROCK

JACK DARROCK
Jack Darrock, 52, veteran newsreel and short subjects editor,
died in San Diego, Cal., Aug. 27,
from a heart ailment. Fox Movietone shorts editor at the time of
his death, he had suffered a stroke
about a year ago. Darrock, who
had been with Movietone newsreel for about 15 years, stepped
up to the short subjects editor
post when Lew Lehr was forced
out because of illness a number of
years ago.

out because of times years ago.
Originally with Pathe News,
Darrock had been Coast supervisor for Movietone newsreel for
many years. Body will be brought
east for burial in Albany, N. Y.
Survived by wife, father, sister
and brother.

GEORGE GORDON

George Gordon, 60, member of the chorus of the Met Opera Assn., died in Coney Island hospital, N.Y., Aug. 27. He was stricken with heart ailment in May while touring

In commemoration of my beloved friend and theatrical mentor

PAUL ARMSTRONG

Who passed away August 30th, 1915

BEN J. PIAZZA

with the Met troupe. Born in Odessa, he was a leading tenor at the Beyreuth festival for several Nears and an article and the Merica of the Me rs and came to America as a of the Boston-Manhattan Op-

era Co.

Later, he accompanied the daneer Anna Pavlova on tour, and was
also soloist with the Chicago and
Met opera companies. He also sang
concerts and performed at the
opening of the Roxy theatre, N. Y.
Widow and two sons survive.

Clarence Eiseman, 55, New York metropolitan district manager for warner Bros. died in N. Y. Aug. 26. He joined Warners in 1942 in Cleveland sa salesman and later was promoted to branch managership of N. Y. in 1943. He assumed his last position in 1948. Wife and son survive.

ARTHUR CHESNEY Arthur Chesney, 67, British character actor, died Aug. 27 in London, He debuted on the stage in 1903 and made his first appearance in New York in 1916 when he played in "A Little Bit of Fluff," and later in "Caroline." His brother

CARL H. (TINY) HUNT
Carl Henry (Tiny) Hunt, 45,
violinist, died Aug. 26 in Hollywood, of injuries sustained in a
motor crash. For the last four
years he plaxed with Fibber
McGee and Molly on radio.

LOUIS MILLER

Louis Miller 45, died in Milwaukee Aug. 26. He was the owner of the Grand theatre, Chicago southside nabe house. Survived by widow.

JOSEPH SMITH GERARD Joseph Smith Gerard, 78, pioneer screen actor, died Aug. 20 at the Motion Picture Country Home near Los Angeles.

James Costello, 71, veteran receptionist at 20th-Fox homeoffice in N. Y. died Aug. 28 after an illness of only a week. He was widely known to everybody in the industry around N. Y. having been with 20th-Fox for about 30 years. Survived by wife and four daughters.

Minnie O'Farrell, 73, wife of vaudevillian Talbot O'Farrell, died in London, Aug. 23, Noted for her charitable, activities, who charitable activities, she inaugurated the Cup of Kindness fund to help needy stage folk, of which organization she was president.

Survived by husband and four children.

Fred Moag. 57, projectionist in North Tonawanda, N. Y., theatres for the past 17 years, died at his home in Tonawanda July 28. He was a member of the International Alliance of Theatrical Stage Em-ployees. Wife, three sons and a daughter survive

George H. Nelson, 77, manager of the Nelson theatre, Fairmont, W. Va., from 1915 until it closed in 1939, and in recent years interested in promotional affairs in connection with theatres, died at Fairmont, Aug. 25.

Frank DePace, 58, manager of the Princess-Rex theatre, Shinns-ton, W. Va., died at Shinnston Aug. 20 from a heart attack. He had succeeded the late Miss Lynne Monroe as manager of that theatre when she died a few years ago.

Jimmy Fax. 97. vet Canadian comic singer, died in a Toronto hospital Aug. 28 after a long ill-ness. He had toured the top cir-cuits in U. S. and Canada, making his last personal appearance in To-

in Hollywood, following a heart attack. For years he was connected with the miniature department at

Edward J. Burke, 75, former professional pugilist and stagehand at Buffalo theatres for the past 35 years, died in Buffalo last week after several months' illness.

Sgt. Robert Burlen, 20. son of actress Margaret Burlen, killed in action over Yokohama April 16, 1945, was buried at the National Cemetery, St. Louis, Aug. 30.

Clarence Rush, 56, in Chicago, Aug. 23. He was motion picture operator at the Maryland, Chi, for many years. Survived by wife.

Rodger B. Grieg, 39, former producer with the Canadian Broadcasting Co., died Aug. 27 in Toronto.

Jack Herschel Ellsworth, 38 screen actor, died Aug. 19 in Holly wood

Mrs. Eddie Cline, 49. wife of Monogram film director, died sud-denly Aug. 24, in Los Angeles.

Mother of Lennie Hayton cal director at Metro, died Aug. 21 in Hollywood.

Dr. George Erland Malmgren, 47, physician to numerous film stars, died Aug. 24 in Hollywood.

Eddie Parks, 38, trumpter in the RKO studio orchestra, died of leukemia, Aug. 25, in Los Angeles.

Legit Bits

Continued from page 58

writing the songs. Director John C. Wilson and choreographer Hanya Holm will go along to conduct tuneup rehearsals of the second company of "Kiss Me, Kate," in advance of the Chicago engage-

Fred Stewart joining the touring "Brigadoon" . . . Peggy Cass in the cast of the revue "Touch and ... "Cabalgata,"--the Spanish song and dance show at the Broadway, N. Y., has been retitled "A Night in Spain" . . . Robert White-head and Oliver Rea will present "Member of the Wedding," by Carson McCullers from her own carson McCurrers from her own movel, with Harold Clurman staging. Still on the W & R schedule are "The Halter," by Albert Camus; a revival of Pinero's "The Magistrate" and the Ben Edwards-Virginia Bolen (Mrs. Whitehead) adaptation of Chekhov's "The Cherry Orchard."

Cornelia Otis Skinner, returned Monday (29) from an engagement and vacation in Eng-land, may star in the Russel

engagement and vacation in England, may star in the Russel Lewis-Howard Young production of John Patrick's dramatization of Dickens' "Bleak House"... Equity Library Theatre will present all its productions this season at the Lenox Hill Neighborhood House, N. Y. Mary-Elizabeth Anders will present Shelley O'Day's dramatization of Booth Tarkington: "Rumbin Galleries" this winter... Pressagent Edgar Wallach back from three-month Coast vacation... William Blair will again manage Margaret Webster's touring Shakespeare repertory troupe. Harry Mirsky, formerly a manage for the Shuberts. recuperating at French hospital, N. Y. after a heart attack... Harold Friedlander, of Arteraft, theatrical printing firm, will be married Sept. 1... Burl Ives, currently gueststarring in "The Man Who Came to Dinner," at the Laguna (Cal.) strawhat, has signed for a part in the Universal-International picture, "Sierra." Incidentally, the ballad singer is selling his auxiliary sloop, as his concert and nitery engagements keep him too busy for sailing... Michael Todd, who planed friday night (26) to the Coast to try to sign Jimmy Durante for the opening bill of his "Tw-a-Day," ments keep in two dids, to saling . . Michael Todd, who planed Friday night (26) to the Coast to try to sign Jimmy Durante for the opening bill of his "Tw-a-Day," was determined to get back in time to spend last night 'Tues.), her birthday, with Joan Blondell 'Mrs. Todd, who's starring in "Happy Birthday" this week at Fairhaven. Mass.

Robin A. Gibson, former D'Oyly Carte stage manager, who in New York aboard the Elizabeth last week with with Institute of the state of the s

Color Video

Continued from page 1 =

aforementioned developments in color TV last week, however, the Society decided to devote consid-erable time also to that subject. Number of technical developments

Number of technical developments and explanatory papers are expected to stem from the convention.

Film engineers and research technicians point out that TV has already come to them for advice on lighting, special effects, etc., in current black-and-white broadcasting. CBS-TV, for example, is generally accredited with being the first network to initiate low-key lighting, rear screen projection, etc. Those developments were the work of George Stoctzel, one-time etc. Those developments were the work of George Stoctzel, one-time chief cameraman for indic produc-er Louis de Rochemont, and John DeMott, who had 10 years' expe-rience with Paramount's special ef-fects department in Hollywood be-fore joining CBS.

fore joining CBS. Film researchers claim that most refinements in color photography during the last several decades were either developed by their industry or traced directly to their needs. As a result that made it is needs. As a result, they said, if color video becomes a commercial reality, broadcasters will be forced to turn again to them. Thus, they aver, the two industries will be linked together more closely than film ever.

Competitive Heat Continued from page 1

Barken for a reported \$40,000. Ac-

quisition of a second club is figured to give Schuyler a buying edge such as no Beach operator has had in many years. Schuyler has been in New York inquiring about names, but is in no hurry to sign on the dotted line.

La Boheme, Hallandale. which may be the sole cafe in the Jr area with a connecting casino, hasn't signed any acts as yet, although it's figured that Danny Thomas may return. The nearby Colonial Inn, owned by Harold Minsky, will return to the non-name "burlesque", policy which was successful last year.

The majority of Florida operators aren't optimistic regarding the ability of the nitery market to support names costing \$12,500 or more. They regard the possible end of the Copa City-Beachcomber competition as one of the best breaks in years, and if they hold off buying, talent agencies may get panicky enough to sell some of their top headliners at prices far below salaries of last year.

Set Retailers

Continued from page 31 =

lescence during the last several months has already done irrepara-ble damage. He claimed pessi-mistically that nothing the indus-try does now will help matters much.

Bruno-N. Y., distributor in the Bruno-N. Y., distributor in the metropolitan area for RCA-Victor sets, declared that it's still too early to tell what effect the stories on color will have. Bruno spokesman said, though, that their set sales have boomed during the last several days and predicted the company would have the best last several days and predicted the company would have the best fourth quarter in its history. New 1950 line, he said, is completely sold out and RCA is having trouble keeping its production up to the unprecedented demand for cets. sets.

NBC's Sat. Nite

Continued from page 31

dissolve from there into the fea-ture, which would actually be a live dramatic presentation.

Each of the 12 participating sponsors will pay for only a 15-minute show. Plan is to spotlight each at the beginning and close of the program and then insert four the program and then insert four 15-second plugs at each hour's intermission. NBC-TV is shooting for a late fall start, with the block scheduled to occupy the 8 to 11 p.m. period. Title is still indefinite, with NBC now referring to the program merely as "Saturday Night."

MARRIAGES

MARRIAGES
Charlotte C. Chapman to Robert
A. Beauregard, Keene, N. H., Aug.
24. Bride is a musicians.
Mary Mason to John F. Wharton, Aug. 30, in Reno. Bride is legit-radio actress; he's the theatrical attorney.
Irene' Halliday to Maurice Bodington, Toronto, Aug. 24. He's radio comic on Canadian Broadcasting Corp. networks.
Beverly Jolly to Steve Lancaster, Los Angeles, Aug. 27. Bride and groom are screen players.
Hazel Patricia McAiister to Fred
S. Haywood, Aug. 26. Bolton, S. C. Groom is WNBC's news and special events director.

BIRTHS

Mr. and Mrs. Hal. E. Chester, son, Hollywood, Ang. 21. Father is a film producer.
Mr. and Mrs. Sam Friedman, daughter, Los Angeles, Aug. 24. Father is a songwriter.
Mr. and Mrs. Eddy Howard, son, Aug. 22. Chicago. Father is an orch leader.
Mr. and Mrs. Henry S. White, daughter, New York, Aug. 24. Father is President of World Video, Inc.

Father is President or worth vines, Inc.

Mr. and Mrs. Jonas T. Silverstone, son, Aug. 25, New York. Father is a member of the theatrical law firm, Silverstone & Rosenthal.

Mr. and Mrs. Jo Dine, son, Aug. 24, New York. Father is NBC pages director.

24. New York, Faurer is suppress director.
Mr. and Mrs. Harry Lanter, daughter, Hollywood, Aug. 23. Father is stage and screen actor.
Mr. and Mrs. Rufe Davis, son, Santa Monica, Aug. 20. Father is

r. r. and Mrs. Gerald Kramer, Pittsburgh, Aug. 22. Father ages Hollywood Show Bar, Pittsburgh

Pittsburgh.
Mr. and Mrs. Morton Silverblatt,
son, Pittsburgh, Aug. 22. Father's
the son of Esther (Shuge) Silverblatt, nitery singer.
Mr. and Mrs. E. J. McNamara,
Jr., son, Los Angeles, Aug. 21,
Child is grandson of Dally Variet' circulation manager.
Mr. and Mrs. William Beaudine,
Jr., son, Los Angeles, Aug. 26,
Father is an assistant film director.

tor
Mr. and Mrs. Bernie Green, son,
New York, Aug. 29. Father la
theatrical press agent.
Mr. and Mrs. Saul P. Pryor
daughter, Aug. 29 in New York Saul P. Pryor, S in New York,

daughter, Aug. 29 in New Y Father is a theatrical attorney

NBC-Goldwyn

Continued from page 1 =

talked TV production but Jerry Fairbanks and Hal Roach are

rairbanks and Hal Roach are the only "name" producers actually to be making vidpix. Roach has been unable to sell his product at the price he wants for TV.

Selznick, now honeymooning in Europe with his bride, Jennifer Jones, has had continuing huddles on the production deal with CBS board chairman William S. Paley ahroad. The two have hear also production of the produc Doard chairman William S. Paley abroad. The two have been close friends for years. Contract would presumably have Selznick lens the shorts on the Coast, for national TV syndication by the CBS film de-partment out of New York.

partment out of New York.
Goldwyn has not yet revealed his
plans for TV production but has
consistently averred that TV would
open a lush new market for Hollywood producers. If his deal with
NBC goes through, he would work
he same as Salvaid, working the the same as Selznick, making the shorts in Hollywood for syndication to TV stations by the NBC film de-partment. Latter now handles all Jerry Fairbanks productions for partment Jerry Fa video.

Legit Financing Continued from page 1 ;

sure-thing practitioners as Richard Rodgers and Oscar Hammerstein. H, can get all the financing they need at the first announcement of

need at the first announcement of a contemplated new project, few other managements are still in that in-demand position. Nearly all, even long-established ones, have to get out and flail the underbrush for money.

That's just dandy for the guy with bucks but no "connections," the dreamy individual who's always heard about the fabulous profits from big hits, but who normally gets a chance at only the flamboyant baubles that experienced operators avoid. If present namoyam baubies that experi-enced operators avoid. If present trends continue, these rank out-siders with only a checking ac-count to recommend them, will be able to invest with the most rep-utable managements, instead of al-ways getting stuck with the fromhysteria promoters.

JERRY GRAY



FOR THE
THIRD
CONSECUTIVE
YEAR

CAMPBELL'S SOUP'S
"CLUB 15"

Starring

DICK HAYMES—ANDREWS SISTERS EVELYN KNIGHT—The MODERNAIRES

CONDUCTOR - COMPOSER - ARRANGER

Composer of:

"STRING OF PEARLS"
"PENNSYLVANIA 6-5000"
and others

Arranged:

GLENN MILLER'S "AMERICAN PATROL"

"ANVIL CHORUS"

"CHATTANOOGA CHOO-CHOO"

"ST. LOUIS BLUES MARCH"

ARTIE SHAW'S "BEGIN THE BEGUINE"

Musical Director—STANDARD TRANSCRIPTIONS

